

# The ROTARIAN

AN INTERNATIONAL MAGAZINE DEVOTED TO THE ADVANCEMENT OF THE IDEAL OF SERVICE AND ITS APPLICATION TO PERSONAL, BUSINESS, COMMUNITY, AND INTERNATIONAL LIFE

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Sketch by S. J. Woolf

*Will R. Manier, Jr., attorney, 26th President of Rotary International, has been for more than 20 years an active Rotarian in every sense of the term. A charter member of the Nashville, Tennessee, Rotary Club, he served as its President in 1921-22. He has since been identified continuously in some capacity with Rotary International: District Governor (23rd); member or chairman of many committees, among them: Extension (three times); Resolutions (four times), Constitution and By-Laws, International Service, and Community Service; and as a member of the Board of Directors.*

**President**

# Seven Points to Stress

**By Will R. Manier, Jr.**

*President, Rotary International*

**I** HAVE no slogan to propose for Rotary this year; but I shall not be content to coast along on the momentum already given the movement by my predecessors. I shall hope that both Rotary International and each individual Rotary Club will attempt to make effective the whole comprehensive program of Rotary. There is no need to emphasize one particular phase of the program more than another, because we can emphasize them all.

For my own part, I am under no illusions; and I approach the coming year with a sense of sincere humility. I am aware that I am merely an ordinary lawyer in an average size city in the Rotary world, that I bring no prestige to Rotary, but that Rotary has greatly honored me. I am aware, too, that I have seldom had an original idea but I believe that, out of many years of Rotary experience, I have had the opportunity to test many ideas that have been suggested by others. I shall hope that many of these may be initiated during the coming year.

Concretely, I shall make, among others, the following proposals for the consideration of your Board of Directors and the Rotarians of the world.

First, let us develop a greater knowledge and a sound understanding of Rotary itself; and, for that purpose, let every Rotary Club have an active Rotary Information Committee. Rotary has been an evolution; it is the composite of many men's thinking; and it is a thrilling thought that 171,000 men are banded together in more than 4,000 Rotary Clubs in more than 80 political divisions of the world, pledged to Vocational, Community, and International Service. Yet, thrilling as the idea is, many old members have failed, and many new members fail, to catch the vision; hence the large turnover in membership.

How shall we "educate" or inform our members as to Rotary itself? Call them what you will—fire-side meetings, a Rotary forum, a Rotary school, or what not—the Rotary Information Committee should constantly foster meetings to develop a sound knowledge of Rotary on the part of both the new and the old members. If we must emphasize any one thing more than another, let's make the Rotary In-

A message from the man who at the Atlantic City Convention was selected to head up Rotary for the ensuing twelve months.

formation Committee the most important Committee in the Club.

Second, let us constantly extend Rotary, both by the organization of new Clubs and by the filling in each Club of every available classification in the community in which a worthy man may be found. Though our membership is limited, Rotary is not an exclusive organization; Rotary is seeking to give, not to get; and in so far as we fail to organize a Rotary Club in every available community or, in any community, fail to fill every available classification, we fail in our duty to Rotary International.

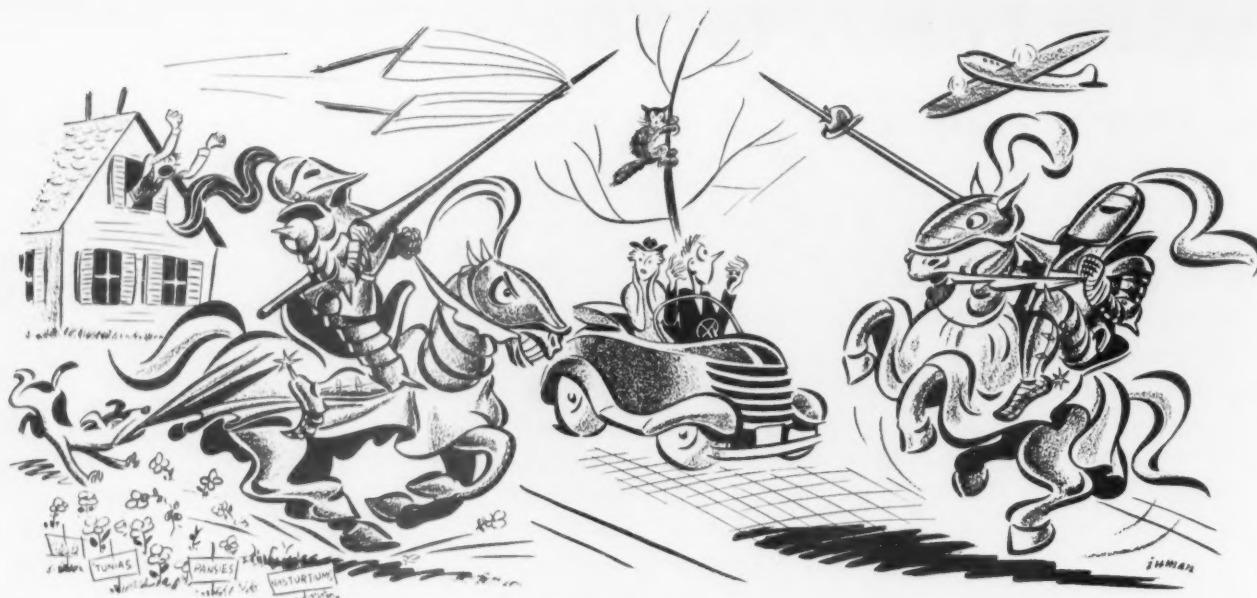
Third, let us make more use of our past officers, especially the Past District Governors. In them Rotary has an investment of many millions of dollars. Everywhere they are anxious, without self exploitation, to help steady the boat. Let's use them; and, in the local Rotary Club, let's not forget our Past Presidents.

Fourth, let each Rotary Club study the principles of "Resolution 34" (of 1923) and make a survey to discover such community needs as the Rotary Club is suited to meet, and then undertake, in keeping with the principles of Resolution 34, to see that they are met. That Rotary Club will be best that utilizes its entire man power; and Community Service in work for boys, for crippled children, etc., is a fine opportunity for the purpose.

Fifth, let every Rotarian remember that, while only a relatively few of us hold office or serve on committees and while we meet as a Club only once a week, each of us is at all times a business or professional man. In Vocational Service, every Rotarian has a two-fold duty: first, to conduct his own business according to the highest ethical standards; and, second, to regard himself as an ambassador from Rotary to his craft. Through activity in craft associations each Rotarian, acting not as a Rotarian but as a craftsman, may, in coöperation with his competitors, elevate the general standards of his own particular business.

Sixth, in International [Continued on page 41]





"The truth is that the world has long since outgrown feudalism, and yet we don't seem to realize it . . ."

## This International Stuff

By Stephen Leacock

Canadian Economist and Humorist

**T**ODAY, out in my garden planting peas, I found myself thinking about the ominous situation here, there and everywhere, and the fact that at any time noisy cities and quiet countrysides may be devastated by war. I use the tall kind of peas that grow from five to six feet high; it takes the birds longer to get them: often you have some left.

But they grow so high that you sit in the shade of them. And when they are staked up they look something like the long rows of vines along the valleys of the Rhine and the Danube and the Nahr Ibrahim and the Yangtze Kiang and in all the soft sunny corners of the earth where people are soon going to kill one another, if one believes the headlines. So I thought of all the people everywhere tending the vines, and planting the red brown fields, all warm with sun and nature's happiness, but in a short time to be turned loose—no one knows why—to kill one another. They don't want to—any more than I do.

I'd kill a crow—any gardener would—but I wouldn't kill an Australian or a Hungarian. I'd rather have the Hungarian make *goulash*: in fact I think without exaggeration, rather than kill him, I'd eat it. And yet, perhaps, this Summer regiments of

An international-minded man is one who eats in many languages, rises for all national anthems—and knows that all men are kin.

furious cavalry will be shouting *Goulash! Goulash!* as they charge on the enemy; and the enemy will answer defiantly with the yell *Chile con Carne!* or *Chianti!* or *Vive le Fromage de Brie!* or *Hail Baked Beans!* Then the crazy pretense that nations hate one another will be turned by bloodshed into unbelievable reality.

The truth is that the world has long since outgrown feudalism, and yet we don't seem to realize it. National isolation, national war, national exclusiveness, are in reality things of the past. Every art and mechanism of our economic life, our manufacture, our transport, our flights in the clouds, our voices in the ether of space, all proclaim the unity of the globe. Everything has been unified—except man himself.

What the world needs now is internationally minded men—I'll put it very simply—men like myself. You ask, where on earth can you get them? I admit it's hard.

In my own case, I really feel that I am an internationally minded man. I have no prejudices. As a Canadian, I am willing to admit, if you like, that



perhaps the Canadians are just a little bit bigger and brainier than any other people. But then the Americans to the south of us are a mighty fine people, and even over in Europe and Asia and Africa there are a lot of fine people, too.

I met a little feller from Europe the other day—a Crote, or a Chick, or a Slick, or something. Where was it he said he came from? Toschen or Poschen—anyway, somewhere. And he seemed all right, a nice little feller. So they all do.

How often do you hear people say, "I met a German and he seemed all right," "I met a New Zealander and he seemed fine," "I met a Norwegian and I couldn't see anything wrong with him." Of course not. There's nothing wrong with any of them.

All the people of the world, taken by and large, are mighty fine people, with energy and kindness and love, valuing just the same things that we do, with the same care for their children and their friends, and their home town. All these things we value, they value.

The international man (my kind, the kind we need more of) is able to enter into the patriotism and pride of the history of other peoples: to admire and value what they have done in the past: to look with veneration at the tattered flags that recall their battles, and to thrill at the music of their national airs.

A few years ago I was at a great gathering of one of the big service clubs of the world. And as a part

of the pageant of the occasion, they had a march of delegates from different states and nations, with their flags and music.

I watched a detachment from New England marching by to the sound of *When Johnny Comes Marching Home Again, Hurrah! Hurrah!* and I thought to myself, "That's the stuff! The real old Massachusetts spirit, you can't beat that," and I felt that the one place nearest my heart (being international) was old New England.

**B**UT the next minute another crowd burst into sight, with a band playing, *Way Down South in Dixie*, and with Texas Rangers in sombrero hats and Louisiana Tigers all ready for Spring. Then I could feel my heart move south of Mason and Dixon's line, and throb at the glory of the Lost Cause.

I could even feel a southern accent rising on my tongue—till just at that moment I heard the *skirl* of the bagpipes—you can't even pronounce *skirl* unless you live north of the Clyde—and the music, or rather the sound of *The Campbells are coming, er-er, er-er!!* and I saw the kilts and bonnets of bonny Scotland—the grrreatest country in the world! I thought to myself where can you get another country to compare with Scotland!

But the question answered itself a minute later as the next detachment passed in a torrent of tossing emerald green and a band that loudly called with



"... a march of delegates from different states and nations ..."

drum and fife to ask, *Oh! Denis Dear, and Did You Hear the News That's Going Round?*

But if you think the Scotch or the Irish an inspiring sight, wait till you see what a detachment of French can look like, tanned with the Provençal sun, all dingy red and dusty blue with a march step that has in it the precision of centuries, the prestige of the great wars, rising and falling in tune to the music of *Madelon! Madelon! Madelon!* . . . Even the English walking as if at a funeral to the music of *Nearer, My God, to Thee*, and the Canadians never quite keeping step and trying to sing the words of *Oh! Canada*—which they never quite remember—are impressive and inspiring by their very lack and scorn of sentiment.

Anyone looking at such a pageant as this—duplicated every day, for those who can see it, in the life and art of our time—ought to feel the wish to be an international man, to take his part in welding the world together so that no discord can break it asunder.

How do we do it? Well, I can tell at least a good way not to do it, and that is the method that the

world has been following, the method of compacts and covenants and scraps of paper and naval agreements—otherwise disagreements. These things only accentuate national differences, only emphasize national inequalities, and instigate national wars.

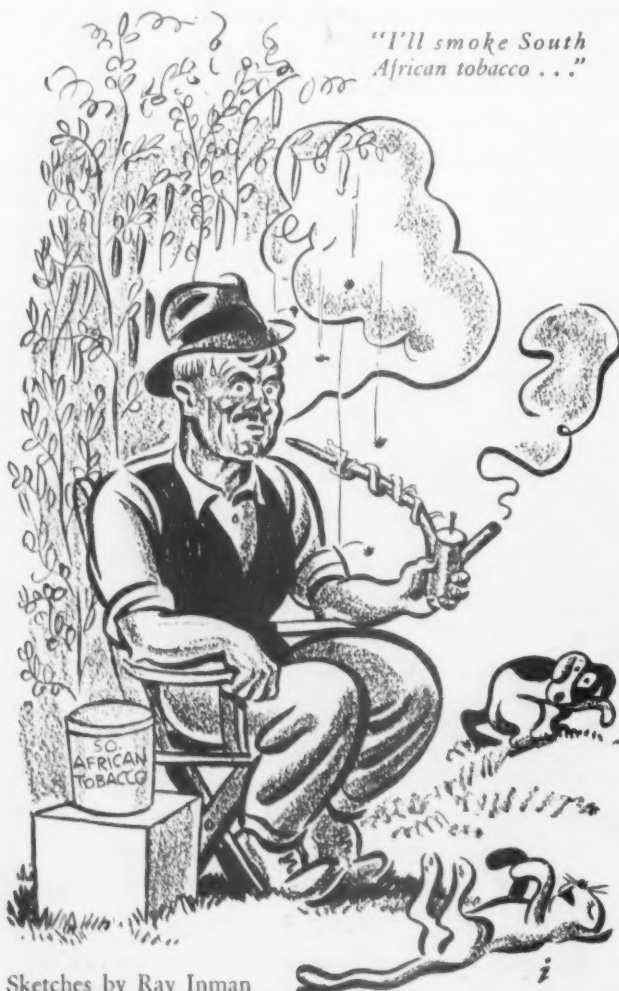
"Rules of war" is a contradiction in terms. The only proper rule of war is to say that we pledge ourselves never to use any kind of weapon or any kind of attack which we don't think is the kind of weapon or the kind of attack we care to use. That hits the point to a nicety.

**T**HERE was, long ago, a dear old melodrama of New England life in which an angry old-fashioned farmer, protesting at his daughter's getting "new-fangled" ideas, exclaimed, "I don't want my daughter to read no books that I don't want her to read." The speech always got a laugh. But in reality the man said just what he meant, and the diplomats would do well to follow his precept. A naval agreement should read, "We aren't going to build any ships bigger than what we feel we want to build, and we won't build any greater number than the number that we're going to build."

With a distinct understanding like that, the world could stop being preoccupied and obsessed with facts and treaties and the peace and war question, and could just go on living.

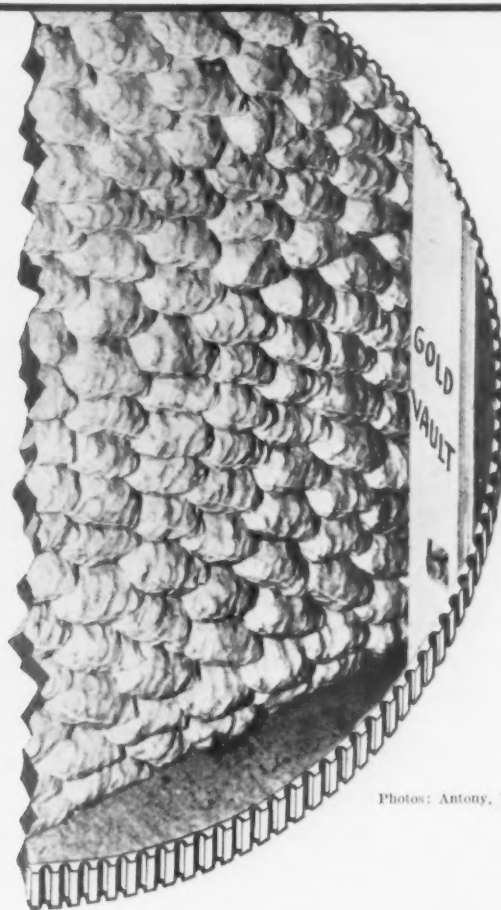
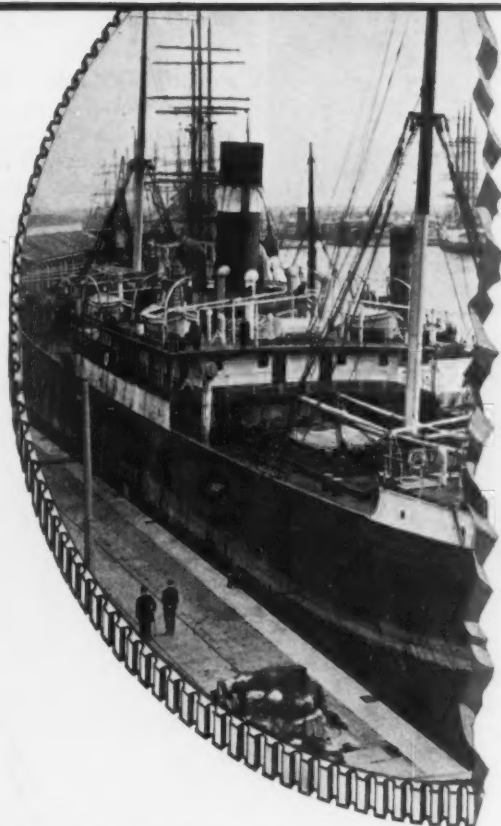
What is needed is for people to know one another, to cultivate every relationship that runs crosswise of international lines, to read one another's books, to admire one another's art, to taste one another's foods. Bring me *Caviar* and I'll eat it; fetch me *Ravioli* and I'll get it down; yes, even that South American stuff, what is it, *Rolli* or *Molli*—I forget—anyway, I'll consume it. I'll eat *Wiener Schnitzel* with the Germans, and *Tripe à la Mode de Caen* with the French, *Yum Cha* with the Chinese, *Sukiyaki* with the Japanese, yes, and even *Haggis à la McGinnis* with the Scots. I'll smoke South African tobacco, and if there's any worse I'll try to smoke that. I'll play checkers with the Czechs, polo with the Poles, and basketball with the Basques.

At any rate, I mean that is the *attitude*. This world can never be made right by force, never by fear, never by power. In the long run nothing conquers but ideas, nothing governs but the spirit. Those of us who think that way—the international boys like myself—have got to do each our simple best in that direction. At any rate, that's how it looks to me.



Sketches by Ray Inman

# World Trade Awaits Stable Money



Photos: Antony, Ypres; Aemo

**By Sir Arthur Salter**

*British Economist and Author*

**T**HERE has again this month been a crisis over the franc and it is obviously not the last. The French Government is simultaneously trying to maintain its present gold parity and pursuing an economic policy which points toward either devaluation or exchange restriction. There is therefore a renewed interest in the general question of stabilization.

What are the advantages, what are the difficulties, of stabilization? And under present conditions, is it likely to be practicable? It might be argued, as it is fairly generally held in Great Britain at present, that we have settled down to a satisfactory working system and that no general attempt to stabilize is now desirable. The franc has now maintained a fixed parity to gold for ten years, since 1926; the dollar, for over two years, since January, 1933. The pound has settled down between 4.86 and 5 to the dollar, only very occasionally and for short periods falling outside those limits. Two of the principal currencies

LONDON, JUNE 15, 1936.

Stabilization, though desirable, isn't now practical. Expediency points to a pound-dollar-franc understanding, says the author.

have therefore been stable in relation to each other (apart from minor fluctuations within the gold points), and both have been reasonably stable in relation to the third.

In the meantime, most of the rest of the world has linked itself in one form or another to one of these two systems. Holland, Switzerland, and (after a devaluation) Czechoslovakia and Belgium are on the gold standard; Italy and Germany remain at a nominally fixed parity to gold, though restrictions upon exchange transactions make it ineffective, and other countries in Central and Southeastern Europe are in much the same position. Most of the rest of the world—Japan and China, the British Empire,





Photos: Acme; Galloway

*Left: \$45,000,000 in gold from France being received in New York. The United States, which went off the gold standard in April, 1933, today holds the world's largest store of gold.*

*Below: The Bank of England and the Royal Exchange (at right), London. Great Britain left the gold standard in 1931.*

*Lower right: The Paris Bourse, nerve-center of the financial life of France, long a leader among the gold-bloc countries.*



and Scandinavia—now in effect follow sterling.

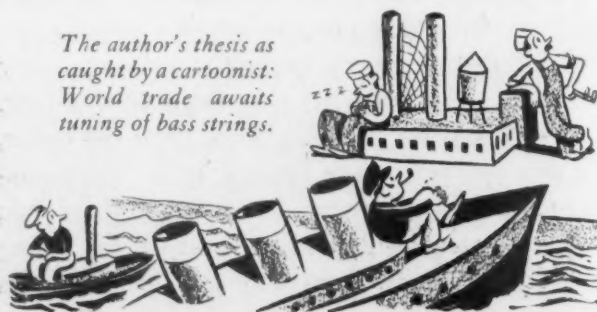
The actual variations in exchange ratios are not, therefore, very considerable; not enough to deprive world trade of a tolerable stable medium of exchange. At the same time, stabilization would encounter great difficulties, which we will discuss in a moment. Why, then, not leave things alone?

The above argument is plausible, but I think very misleading. Let me summarize the main reasons for a definite act of constructive policy.

Every country is dependent to a large extent for recovery upon an expansion of world trade. The industries and the men occupied before the crisis in manufacturing for export cannot be easily or quickly absorbed in producing for a home market. And world trade cannot recover till currencies are on a stronger foundation than at present. It is not the actual variations in the exchanges that are now hampering world trade, but fears as to what these changes may be in future, and precautionary measures taken by different national governments to protect their currency. Most of the increase of tariffs in recent years has been due to a desire to improve a trade balance so as to strengthen a national currency. The new quotas and exchange restrictions have been imposed for the same purpose, and these are now much more serious impediments to trade than are tariffs. It is of no use, for example, that the German mark and the Italian lira remain on a nominally fixed ratio to gold and therefore to the franc and the dollar. For this parity is utterly unreal. The Ger-

man importer cannot in fact buy foreign exchange at that ratio, or indeed at any other ratio except for limited and specially authorized purposes. And so with the other currencies. To meet these difficulties, a cumbrous system of "compensation" or "clearing house" agreements—under which in effect one country can sell to another only in return for equivalent

*The author's thesis as caught by a cartoonist: World trade awaits tuning of bass strings.*



purchases—has grown up over a great part of the world. In the meantime, there are rapid movements of fugitive capital from one country to another, partly resulting from exchange uncertainty and partly accentuating it. The almost complete stoppage of foreign lending, on which foreign trade has always largely depended, is partly due to the same cause.

None of these numerous impediments are likely to be reduced while there is general uncertainty about the future of currencies, and the removal of this uncertainty depends upon some confidence as to a stable relationship between the three principal currencies, the dollar, the franc, and the pound. Moreover, the fact is that negotiations for tariff reductions are practically impossible between countries with

"managed" and with "gold" currencies; since the latter might be deprived of the benefit of any tariff concessions by a depreciation in the former. Suppose France and Great Britain, for example, were trying to negotiate a commercial agreement giving great benefits to each by the reduction of many tariffs by, say, 10 percent. France could never sign such an agreement, for if the pound depreciated by this percentage she would have lost all the advantages to herself while still being bound to give the concessions she had agreed to. France could not correct this situation, under her present system, by a similar change in her own currency, for her currency (unlike the pound) is tied to gold at a fixed point.

This has long been the position. Now, however, a further danger is threatened. The franc is "overvalued" at its present parity in relation to the dollar and the pound. That is, France is at a competitive disadvantage in foreign trade. Opinion has been growing that she will not be able to withstand the strain much longer, and that she will have to leave her present gold ratio, either "managing" her currency like Great Britain, or more probably "devaluing" it—that is, fixing a new gold parity as America did two years ago for the dollar. But if she does do this, she may overdo it; she may depreciate or devalue the franc too much. [Continued on page 60]

Photo: Burton Holmes from Ewing Galloway



*The Debate-of-the-Month***Can Business Run Itself?****Government Intervention  
Is Indispensable—****Says Hugh S. Johnson***Former Administrator of the NRA*

**A** LETTER from a man whom I have not met reads: "Can business run itself? . . . One element, as you know, insists that trade associations can regulate trade practices. The other holds that in the ultimate analysis, the government's coercive power is essential. If I understand aright your views, you would incline to the latter."

The correspondent did not understand aright my views and I am thankful for this opportunity to clarify them. They boil down to a combination of the two schools of thought as stated above.

With concentration and mechanization of our economic empire, it has come to control our daily living far more than any political government under the sun. Whether for good or ill, there is no longer any doubt that we are moving toward business in fewer and bigger units. That process has been going on for many years and it is accelerating. There are only about one-third as many industrial institutions per unit of population in the United States as there were at the turn of the century.

As units become more important and powerful, the population becomes more subject to their conduct. It is incredible that the public will not demand that this vast *power over people* be subject to some government other than individual dictation.

I remember hearing the late Judge Elbert Gary say, just after the War, that our problem of the future was to devise some mechanism whereby business could be supervised by government without being taken over by government. He stated more clearly than I have exactly the thought in the preceding paragraph—monstrous bigness is inevitable and must be governed.

Ex-President Herbert Hoover said the other day that during the war, by force of necessity, we created here a socialistic state.

I think that is not quite true. Business for the first time in our history organized itself into commodity

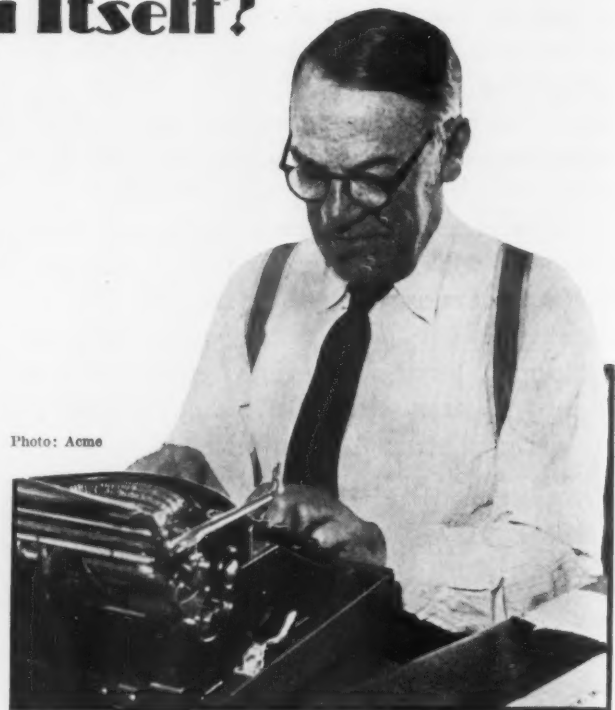


Photo: Acme

*"If I had the NRA to do over again, I would. . ."*

groupings or industrial strata and, presenting itself to government said: "We are here to do your bidding for the common good." A loose but almost universal self-government of business through trade associations or emergency groups sprang instantly into life and lasted as long as the War. It was spontaneous coöperation, but I know of no instance where government attempted to run any industry. Under the pressure of patriotism coöperation was enough.

It was the historian, Buckle, I believe, who said something to the effect that war anticipates and accelerates all peace-time economic trends. Certainly industrial mobilization for the World War gave a great impetus to the organization of business in trade association and other groupings and changed it from a honeycomb of watertight trade compartments into great coöperation.

We all know that trade associations are little rudimentary industrial governments, more or less effective as the industries have more or less experience. They grew from necessity. They would not be there if industry had not felt a need for them.

What are the objects of industrial self-government? The principal necessity for the good of both industry and people is some means to take human labor as far out of cost competition as possible. Almost as necessary is it to eradicate from the practices



of competition, cut-throat methods that do nobody any lasting good and are practiced principally for the purpose of destroying competition which on a fair basis might well survive—the elimination of uneconomic loss and waste.

Shortly after the Armistice, several men who had seen the mobilization of industry for war and who were convinced of the perfect futility of the anti-trust laws proposed something very much like NRA (National Recovery Administration\*). The idea was to license certain acts of coöperation between industries and companies within industries which were shown to be in the public interest, and which, without such license, would have been violative of the anti-trust legislation.

Almost word for word the memorandum proposing that idea in 1918 was the memorandum proposing NRA. The idea in both suggestions was industrial self-government with governmental supervision to protect the public interest, and governmental sanctions to control "chiselers."

The essential purpose of NRA will someday be put into effect. There is no question of that. When it is restored it will be along the principles discussed. The problem is exactly as Judge Gary said it was 18 years ago—to get supervision without dictation.

The rules will be those which industry thinks are necessary and voluntarily proposed. The intervention of government is indispensable for two purposes. The first is to prohibit rules tending toward monopoly or otherwise harmful to the public; second, to prevent abuse of power under rules permitted.

The possibility of abuse and the necessity for a hand to restrain it is too obvious to require discussion. The necessity for taking care of chiselers was demonstrated by NRA in a manner which leaves no room for doubt in any informed observer.

In every single industrial group that marched in review through the NRA hearings, the same facts were always disclosed. Ninety percent of people are decent, coöperative, and constructive. But in every group of ten you will find one who not only is not actuated by these high principles but who delights in taking advantage of those who practice them to capitalize his own less worthy ideas. If nine men agree to forego momentary advantages which are in the long run destructive, they are doubly prejudiced by a tenth man who also agrees but does not perform.

The incidents of competition are such that de-

structive methods practiced by one out of ten have power to pull the higher principles down to the lower level. If nine competitors pay decent wages and a tenth operates a sweat-shop, the tendency of price competition is to make the nine sweat their labor in order to survive.

**Y**OU cannot leave the disciplining of this kind of recalcitrant to a private group. There are only two ways to handle it. One is by the boycott induced by public propaganda—removing the Blue Eagle, etc. This is hard to handle and of doubtful validity. The only remaining way is by making such departures from the will of the majority unlawful.

This was one of the problems never successfully solved by NRA. It must be solved because our great economic empires and provinces must be governed. There is nothing new in the proposal. It is simply majority rule as applied to an industry. Some people who worship that principle in politics are shocked by a suggestion that it be applied to business. But since business has become so great a factor in daily living, it will be applied to business.

Another great fault in NRA was that industry was not prepared for it. In those groups which were national in their operation, which had strong trade associations, good leadership, and long experience in coöperation we had the best performance. Where this was not the case, we had failure, and especially in those groups which are not truly national in their

*'Thresh by experience and experiment to save the grain.'*

*Peace in the Newark Evening News*



\* Declared unconstitutional by the U. S. Supreme Court, May 27, 1935.

operations, like cleaners and dyers, barbers, pool rooms, and beauty shops. In a national sense, these have neither organization nor the first principle of coöperation. There was no mechanism here for industrial self-government and when the Federal Government attempted to supply it, it got into a maze of impossible administration. "Noncompliance" wrecked NRA, and not less than 95 percent of the complaints about noncompliance were in these unorganized service industries which should never have had codes at all.

**I** THINK industry can both run itself and govern itself and that the coercive power of political government will be necessary only to discipline units within an industry which depart from practices which the overwhelming bulk of that industry regard as unfair and destructive. The only other intervention of government will be in passing upon proposed rules to protect the public and prevent abuse of power.

Is this regimentation? If it is, it is regimentation by the industry itself through the peculiarly American doctrine of majority rule. That is no more regimentation than any form of government which any community elects to impose upon itself for the common good. There has been more bunk about regimentation in NRA than about any public subject. There was not one single code that industry did not propose and beg to have applied. There was not one single imposed code or code provision. Several very important industries never had any code.

For a long time in England there was a custom of merchants—commercial practices which all first-rate merchants regarded as necessary and fair. They were not in the Common Law because they had not been practiced for so long that the "memory of man runneth not to the contrary." Thus for a long time they could not be enforced in the courts. But one or two forward-looking English judges began to construe them as being at least akin to the Common Law, called them "The Law Merchant," and enforced them throughout the realm.

Something of this kind was intended by the codes. Every industry differs from its fellows. What would be fair for one might not fit another. The economic pattern is too diverse for uniform statutes applying to all. There is a field where industries ought to be permitted a considerable measure of self-government. But the whole project is futile if there be nowhere any power to make the practices desired by the bulk of industry obligatory on everybody.

I do not know how soon there will be visible progress toward another NRA. I do not know what form the statute will take when it comes. There are many matters that must be decided by the courts before the course is clear. In a general way, I believe that it will apply only to the industries that desire it and are sufficiently strongly organized to make it effective. The law will define a series of practices which industry can ban by adopting a code and do it with much more particularity than NRA.

It will provide for such uniform hours, wages, and working conditions as the industry itself desires. It will make violations of all these provisions unlawful but will rely on the federal system of courts exclusively for enforcement. It will not be any such one-man circus as the original NRA, but will be more in the nature of a high court of commerce.

I have talked to thousands of people—big and little—in industry, labor, and commerce in all parts of America and I have heard hardly any opinion that did not express a conviction of the desirability and the certainty of "some kind of NRA."

If I had the NRA to do over again, I would proceed exactly as we did up to the Fall of 1933—get all of industry on a shorter working week, voluntarily by individual agreement as was done with the President's Reemployment Agreement. Then I would start with the codification of the ten principal highly organized major industries. I would not permit any industry to have a code until it had made ample demonstration of an almost unanimous agreement on desirable code provisions and a sufficient showing of leadership and trade association organization to warrant the belief that it could govern itself.

**I** HAVE no apology for what was done. It was provided for in the law. Industries which should not have been permitted codes claimed them as their legal right. That circumstance caused the confusion of trying to operate on 600 codes.

NRA never had a chance to iron out its errors and perpetuate what was good. In this sense it was not a success. But as an educational institution, it was one of the greatest administrative attempts ever made in the United States or any other country, and by its very errors, it pointed the way to a development as necessary and as certain as sunrise.

When it comes again, it will not be proposed from the top as an emergency measure. It will come at the spontaneous demand of the better and more forward-looking elements in industry.

# Can Business Run Itself?

**Yes: Government  
'Policing' Hinders**

**Says John W. O'Leary**

*President, Machinery and Allied Products Institute;  
Chairman, Arthur J. O'Leary and Son Company*

**G**OVERNMENT control is something new to American businessmen. There has been no question about the fact that they did not want it, did not need it, and now they are seriously concerned whether they can prevent it from being left on their doorstep swaddled in "voluntary"—but government-enforced—codes, to be followed endlessly by notices of installments due, in the form of taxes.

That there are shortcomings in our economic order should surprise no one who is familiar with its rapid development during the past century. Salesmen for the government-control idea have talked much about these ills of business, but apparently are oblivious to the fact that long before their cure-all was urged, business was evolving coöperative techniques and practices that were alleviating some of the ailments. And others were disappearing naturally, as growing pains always do if given a chance.

Until the NRA and other samples of government control were tried, it was impossible for business to prove its fallacies because of lack of experience on which to base judgment. Now almost everybody admits that the NRA failed, but there are those who try to explain away the failure. In a recent magazine article, General Johnson, former NRA chief, said: "The essential policy of NRA—to permit self-government in business groups—was stymied by failure to coördinate the Federal Trade Commission with NRA."

Today, business is skeptical of further attempts at government control—no matter how heavily camouflaged with words—for the reason stated above. Whenever business has tried "to play ball" with government, government always brought along so many players and got everybody so entangled in bureau-



Photo: Underwood & Underwood

*Author O'Leary: He is reminded of an old Arabian fable.*

cratic red tape that somebody was always stymied. That is one of the fundamental objections to government-umpired "self-government" of business. Somebody is always stymied.

An old Arabian fable aptly illustrates the point. A Bedouin travelling across the desert was forced to stop and make camp because a storm was about to break. As he finished putting up his tent, his camel stuck his head under the flap and said: "Let me put my head in your tent to keep the sand out of my eyes during the storm." The Bedouin was reluctant but, when the camel insisted, gave him permission to put just his head inside. Before long the camel had thrust his head so far into the tent that his whole neck was there. His front feet followed, and a little later he slid his hump under cover. Ere long the whole camel was inside the tent and the old Bedouin was out in the storm.

Business, in short, is afraid—and the fear finds justification in history of NRA—that even the "little bit" of government control proposed to police "self-government in business groups" would be just the beginning, and that in the end regimentation would choke private initiative. Business believes that it would be calamitous to jeopardize an economic order



which, despite shortcomings, has contributed richly to the well-being of mankind.

The answer to the question of how business should run itself must, of course, come from two quarters: business, and society which it serves. For business clearly recognizes that in return for the opportunity to make profits, it must fill human needs. The businessman says: "I want the system which assures me the greatest opportunity to develop my business successfully, profitably, and *serviceably*." Society, speaking through the average man, says: "I want business adequately to supply goods and services and to offer opportunity for suitable employment to myself and my fellowman." These points of view are not contradictory: they are complementary.

Business has no panacea for all its ills, such as government control is claimed to be, for business knows that there is no single cure for all ills. But through trade associations and individual efforts, it can attain many of the ends sought by government-control advocates. Other objectives of government control will continue to be discarded emphatically as undesirable not for business alone, but for society as a whole.

**L**ET us clear the issue. Here are what I consider worthy aims for business which are diametrically opposed to, or divergent from, the aims of those who propose in some form or degree government control:

1. Abandonment of price fixing and of rigid hour and wage control plans.
2. General reduction of prices and improvement in values due to free competition and scientific advance—as exemplified in the automobile industry where the 1936 model at \$600 is superior to the 1910 model at two or three times the price.
3. Steady improvement in the status of labor (a) by raising wages and shortening hours as technological advancements and other improvements in production and distribution make labor's efforts more productive, and (b) by raising the purchasing power of labor's income through reduced prices of the necessities and luxuries to be bought.
4. Creation of more jobs and more wealth to swell the incomes of all members of the economic system by increasing production in old industries and encouraging the development of new products and new industries.
5. Prevention of higher taxes which would result from further extension of bureaucracy to control business.
6. Attainment of more harmonious relations between business and the public by creating a better understanding of their mutual problems and aims.

First on many lists of the shortcomings of business would be unemployment. Relieving it has been one of the major aims of government control measures, of which the most important was the NRA. When NRA was enacted, employment dropped in the capital goods industries where stimulation was needed



Ray in the Kansas City Star

A cartoonist's notion of 'the ultimate in bureaucracy.'

most, and took a sharp upward spurt immediately after it was abolished. General Johnson notes this when in a magazine article he cited "a complete paralysis of action in Public Works," resulting, he says, from "frustration" in a government bureau. He adds: "The first surge of business confidence was stopped in its tracks and turned back into greater fear than ever." His diagnosis is sound, graphic, and needs no elaboration.

The underlying principle in government control to increase employment is to reduce hours. It is naïvely believed by many that business and industry can cut the work week immediately to, say, 30 hours, hire enough new workers to attain the same number of man-hours per week, and still pay the original weekly wage per worker to both the old and new employees. Somehow they imagine this can take place without disrupting the rest of the economic system. The ideal may be fine—no one could object to it if practicable—but it just is not attainable either by business volition or by government edict.

All wage and hour measures proposed would immediately raise prices, which would have to be paid not only by the wage earners who constitute a comparatively small portion of the population but also by farmers, owners of small businesses, and all professional groups, none of whom are provided for in the higher wage plan. Markets and industrial activity decline as a result of higher prices rather than im-

prove, and sustained high employment becomes totally impossible under such conditions.

Now let us consider what business, operating somewhat normally, does to alleviate unemployment. The automobile industry offers a fair example of what business itself has done and is doing. Free competition has prevailed there. Labor conditions are among the best in the world. Production has grown steadily, the benefits of technological improvements have been passed on to the public in lower prices, and employment today is higher than ever before in history. The same story may be repeated, on a smaller scale, with home refrigerators, radios, and numerous other modern necessities and luxuries. Prices have fallen, and quality has risen.

Measures to relieve unemployment through government control of business are based on the false premise that jobs for all can be made available only by sharing those now in existence, that the frontier days of industrial expansion and new jobs are past. Instead of believing in sharing jobs and wealth, business believes in creating new jobs and wealth. Business not only believes in this, but by its planned or unplanned conduct in the past years, it has made substantial headway to the benefit of all society.

Between 1879 and 1929, it created 18 new major manufacturing industries which today furnish one-seventh of all factory employment, plus millions of jobs in incidental productive and distributive processes. Between 1900 and 1930 it increased the number of jobs from 347 per thousand of population to 400 per thousand. In the same period the share of the national income paid to wage and salary earners rose from 53 percent to 65 percent, and since 1930 it has risen to 67 percent.

It has been said that "labor-saving operations in industry confront us with a dangerous crisis." But if machines caused unemployment, the effect should be most noticeable in the manufacturing and mechanical trades where most machines are used. Between 1910 and 1930, when technological advancement was most rapid, these trades, according to the United States Census, increased their employment by 32 percent while all other occupations increased only 29 percent. More than 80 percent of all unemployed who have found jobs in the last two years have found them in the manufacturing industries. The industrial progress, accompanied by increased employment, which has taken place in the last generation or

two would have been impossible had the government control measures proposed been in effect. Limitation of machinery would have been one of the most serious handicaps.

In the realm of production, prices, and other competitive factors, the record of free business is certainly more commendable than that of government control. Pigs were slaughtered and corn and cotton were plowed under as part of the government program to solve a difficult marketing problem. And the bill was sent to the public which paid it in processing taxes and in other governmental levies.

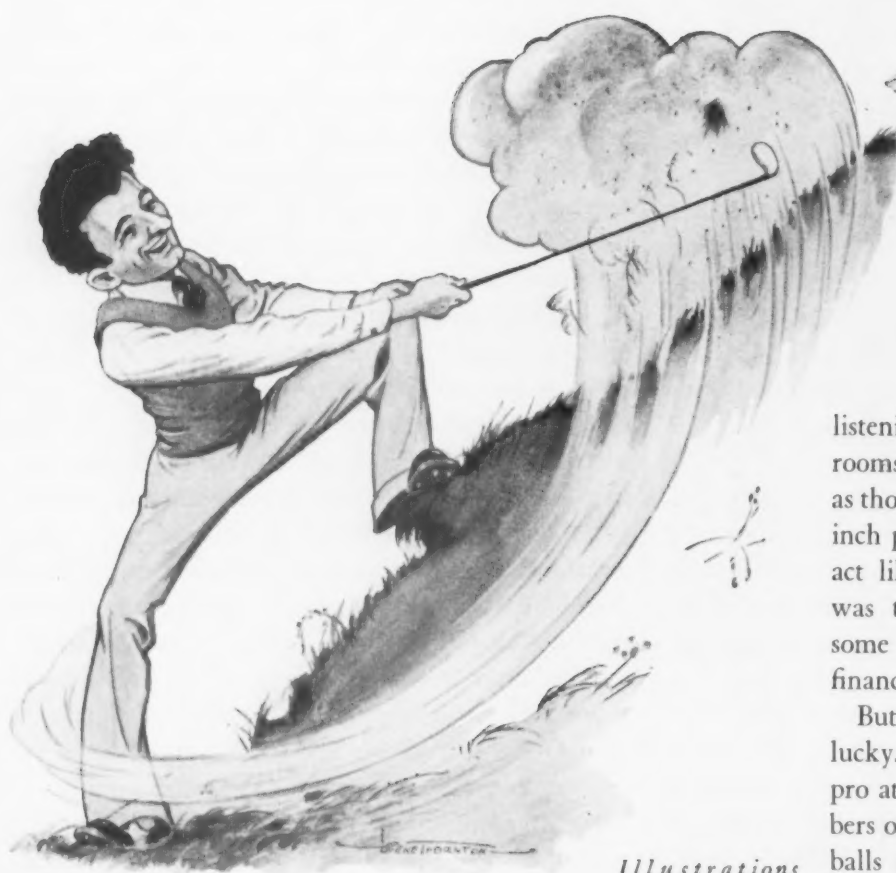
**F**OR contrast, turn to the peach growers who, when faced with a similar "surplus" this year, responded through private initiative with united action in the form of a sales campaign and price reductions which increased sales as much as 700 percent in some cities. Thus families enjoyed consumption of a product, sold at reduced prices, that might have been dumped into the Pacific Ocean. That is business' way of solving such problems.

In Great Britain we find a similar response by coöperating dairymen when they were confronted with "overproduction" of their product and "underconsumption" among the families of low incomes in London. United action in the form of price reductions and an educational campaign brought both profits to business and health benefits to the public.

But, it is asked, what can [Continued on page 55]



*'Business wonders. The command is: Forward march!'*



## Largely

listening to members in their locker-rooms talking about a million dollars as though it was no more than a four-inch putt. Then pros would start to act like this million-dollar business was their class. That's what got some of our fellows so deep in the financial rough.

But there's one case where I was lucky. I graduated from caddie to pro at the time when wealthy members of the club were playing 25-cent balls so long the balls looked like battered door knobs. No bad examples in extravagance were set before

*Illustrations*  
—Gene Thornton

**I** AM lucky.

Remembering the serious things I used to read about making good in business, I guess I am lucky to be able to come right out and admit I am lucky instead of telling about long hard hours of practicing golf shots and describing how tough it was to get to "hitch-hike" rides to tournaments and live on a steady but light diet of hamburgers and hot dogs.

But the truth is that my only complaint about the hours of practicing was that there weren't enough of them, and I like hamburger and "hot dogs."

Besides, as I listen around in the locker-rooms of golf clubs where successful business men gather and tell the truth about almost everything except their golf scores, it seems to me that the old idea of making everything seem hard is going out of date.

Now if business men are beginning to say they think they are lucky to still be in business, it ought to be in style for golfers to tell the truth about their game. Pros have made a start in this direction. Our boys now are even getting somewhere near the facts when they tell how much money they make a year.

Golf professionals almost ruined themselves by

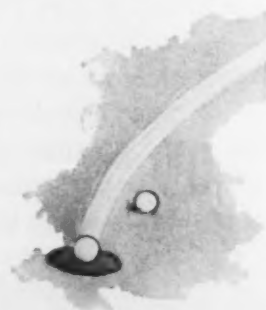
me. Sometimes I put on more selling "heat" to peddle a 75-cent golf ball than Diamond Jim Brady had to use in selling a freight train.

I think of those days—and they were not any more than three or four years ago—when I hear older business men talk about tough times. Those times I went through getting started must have been tough, but I didn't know it. They were the only times I knew and I was having fun working.

Probably two or three million other young fellows were just getting started in business then, if they were lucky enough to get jobs. They, like me, didn't realize they were in the toughest of tough times, according to men who have been in business for years. We all figured it was just the usual thing in trying to make a living.

With that luck of being toughened up at the start, the younger men are able to really go places when the chance comes.

What I used to think was







# Luck!

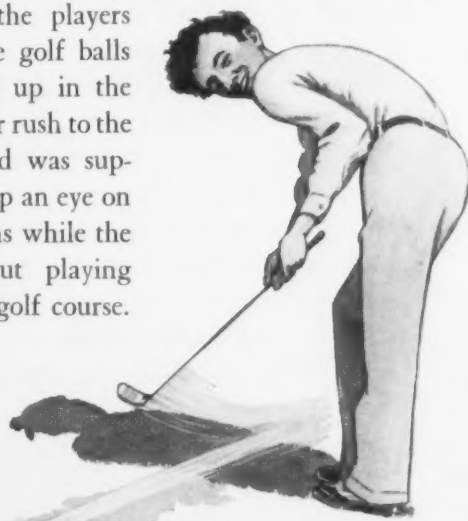
—Confesses

## Johnny Revolta

1935 Professional Golfers' Association Champion

"... it takes a lot of luck to turn in a performance like that..."

a terrible misfortune about my golf turned out to be the luckiest thing that ever happened to me. When I was a youngster caddying in Wisconsin, the pro gave me a job tending his shop. I shined clubs, saw to it that the players paid for the golf balls they picked up in the shop on their rush to the first tee, and was supposed to keep an eye on all operations while the pro was out playing around the golf course.



Only about once or twice a week did I get to play the course and I thought my ambition to be a great player was nipped. I didn't dare get more than 60 yards from the shop or the pro would have "canned" me. So the golf I got was stolen hours of practice on my short game; approaching, playing trap shots, and putting around the ninth green.

Maybe that didn't turn out to be good luck when I met Hagen and beat him the first round of the Professional Golfers' Association championship at Oklahoma City last Fall! And did that short game practice help me wiggle off the hook and get in safely

when I met Tommy Armour in the final round and won that pro title, or when I won my Ryder Cup international pro match at Ridgewood—and every other event I've won!

When I played Hagen last year, if I hadn't been so lucky I couldn't get nervous, I would have taken a brutal whipping. Walter was the medalist in that tournament, and regardless of what anyone else says, I think Hagen was America's best golfer last year. Parks beat him for the national open title when Hagen "blew" in the last nine holes; Paul Runyan was away ahead of Walter in medal average in winning the Radix trophy, and I won \$6,515 more than Hagen in prize money in 1935, but Walter played better golf than any of the pros I saw. The only trouble with Hagen in 1935 was that he wasn't lucky.

During the second nine holes of my match with Walter in the Professional Golfers' tournament I was in five traps and got out of every one of them to hole out in one putt. Even coming right out with it and admitting that I'm the world's best at trap shots (well, maybe pretty nearly the world's best) I have to confess that it takes a lot of luck to turn in a performance like that with Hagen waiting to pounce on you if you miss one.

And while I was having good luck, Walter had luck too—but bad luck. The match was still open, with me one up as we played our approach shots to the eighteenth green. Walter took a spoon and banged one far over the green into the parked cars. He hit it so hard that when I talked with him in the locker-room later he told me he thought his shot was still rattling around [Continued on page 57]

# The Sphinx Awakens—Again

By Dr. G. A. Reisner

*Professor of Egyptology, Harvard University*

**N**O MONUMENT left by antiquity to the modern world appeals to the imagination quite like the Sphinx at Giza, Egypt. This weird figure of the god of the dawn lies in the western desert where in our time it watches the eastern horizon for the morning sun, Horus, just as it has day after day, century after century, for thousands of years.

Many persons have confused the Egyptian Sphinx with that of the Greeks, a female who propounded a riddle to all who came to her, the failure to answer which brought their death and, in the end when Oedipus supplied the solution, her death. The riddle was silly enough: "Who is it that goes on four legs, on two, and on three, and the more legs it goes on the weaker it be?" The answer, of course, was Man.

The sphinxes of Egypt, however, are male figures having the body of a lion and the head of a king.

Photo: © Publishers' Photo Service



Once again the drifting yellow sand has been pushed back. Now for the first time in centuries man can see the entire figure.

They always represent the monarch of Upper and Lower Egypt, lord of the two crowns, and son of Ra, the living Horus. The great Sphinx at Giza is, in fact, an effigy of King Chephren, fourth king of Dynasty IV (about 2900 B. C.), guarding the precincts of the king's tomb, the Second Pyramid at Giza.

Even during the current period of depression, thousands of travellers from all over the world visit the Giza monuments. Each summer I repeatedly see long lines of camels bearing men and women, old and young, stalking up the hill and around the First Pyramid to visit the Sphinx. Tourists fondly imagine they are "riding a camel," but each camel is carefully led by an "Arab," not that he cares so

much for the safety of the travellers as that his mind is intent on the baksheesh to be paid at the end of the visit. Incidentally, every camel driver at the pyramids and every dragoman will, if questioned, always acknowledge that he is the "son of the Sheikh."

At the Sphinx, it is customary for travellers to be photographed sitting on their camels with the Sphinx and the Pyramids as a background. The competition among these photographers was formerly so fierce that the police had to restrict their number, issue licenses, and arrange for each licensed photographer to take his turn, usually a day apiece. The hurrying traveller, however, knows little of that. He sees only the great Pyramids and the Sphinx, listens to the loud voice of a dragoman giving more or less inaccurate historical information—and, perhaps, takes away with him a memory of an

*This is the way schoolboys for generations have seen the Sphinx pictured in their history books. It has the body of a lion and the head of King Chephren whose father, Cheops, built the Great Pyramid in the rear.*

unforgettable glimpse of a civilization that was old before Greece flowered.

Modern interest in the Sphinx dates from the time of Napoleon, who took with him to Egypt a corps of scholars. Caviglia in 1815 excavated the temple between the paws, and since then work has been carried on intermittently until in 1925, when, for the first time since the Ptolemies, the whole of the Sphinx has been exposed to the gaze of man by the excavations of Mr. Baraize, working for the Egyptian government. It adds interest to know that the yellow drifting sands, whipped back and forth by the wind for centuries, had cut so deep into the neck of the figure that it was necessary to support the head with cement to prevent its falling off.

The first impression of the Sphinx is, I believe, always a little disappointing. One has been led to expect a towering figure, high on a rocky plateau, quite dwarfing the Pyramids, whereas the contrary is the case. The Sphinx is in the bottom of an old quarry, while on the rocky plateau stand the immensely greater Pyramids. It may be recalled that Heroditus, who visited the Pyramids

*Top—Within a few centuries after the rejected knoll of limestone in Cheops' quarry had been carved into the Sphinx, that figure was shoulder deep in sand. This indignity disturbed the dreams of Prince Thothmes who, when he became king, restored the Sphinx and the offerings, not forgetting to record the fact on a tablet between the paws.*

*Middle—Modern archaeological surgery. Engineers have reinforced the neck of the Sphinx with mortar.*

*Bottom—For the first time in 2,000 years men may now see the Sphinx completely exposed. Note the "wrinkles" left by the centuries. This monument measures 187 feet from paws to tail but is dwarfed by the pyramids.*





in the Fifth Century B. C., says nothing about the Sphinx and apparently never saw it or was impressed by what he saw. And since his day, the long series of travellers who have visited the necropolis have, in general, been more interested in the Pyramids than the Sphinx.

Why should King Chephren build a monument in so inconspicuous a place as an abandoned quarry? Modern excavations have yielded the answer.

When Cheops' workmen quarried the limestone for the First Pyramid at Giza, they left a great knoll of rock, probably because it contained several poor strata. Chephren built his pyramid back of that of his father, Cheops, on a higher plateau, and the causeway connecting his pyramid temple with his valley temple passed close to this obtruding knoll of rejected rock. It thus became a conspicuous object to the king and his court.

One day either the king, himself, or his chief sculptor saw possibilities for transforming it into a great monument; and so it came to pass that the roadside "eyesore" was carved in image of Chephren with the body of a lion. The poor nummulitic limestone was covered with a layer of white plaster (sulphate of lime) and painted in conventional naturalistic colors. The head wore the royal head-dress with uraeus and the short beard of the period. The whole must have been an imposing monument

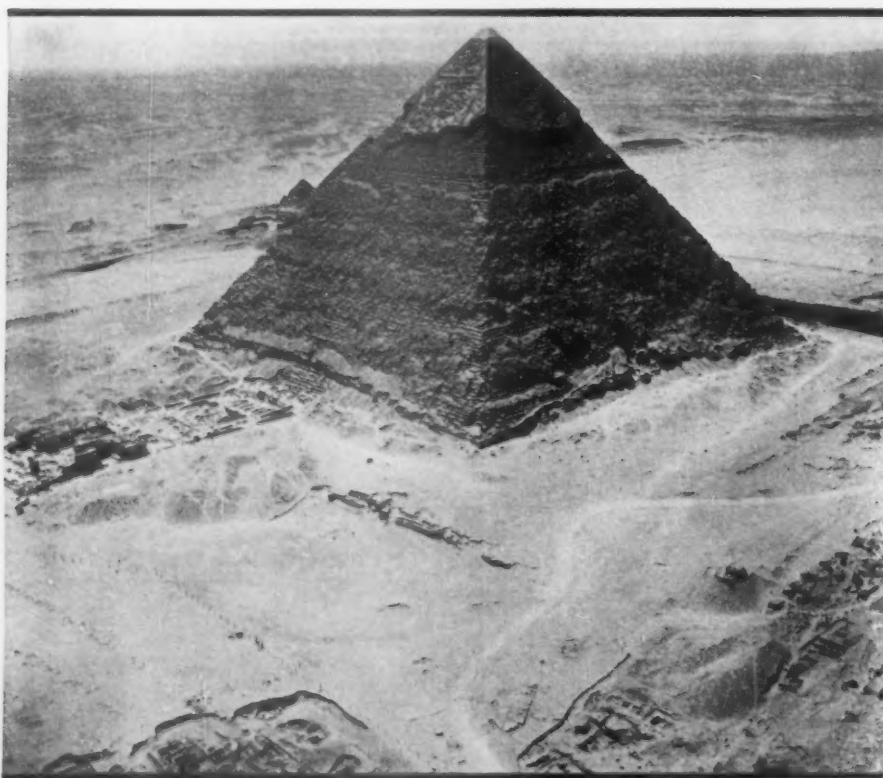
to the celebrants in the funerary services, as they passed by it, to and fro from the temple in the valley to the one on the plateau.

One may imagine the daily attendance of the servants of the king's ka placing dummy food offerings and reciting the age-old formulas before the magic doors to the tombs used by the ka, and probably before the statues and the Sphinx-statue.

**I**N THE great feast days, festivals of the dead, the hillside would be alive in the early morning with the whole population coming up by the light of torches to honor the dead and bring them offerings for the day. There doubtless would be a full attendance of the ka-servants of Chephren, and special offerings at the ka-doors and before every statue, with hundreds of visitors coming to the outer offering places to recite the offering formulas for the ka of the king. We do not know the exact time when the services were abandoned, but they were kept up for many centuries.

Probably sand buried the Sphinx to its shoulders within a few hundred years and completely submerged the valley temple. As the sand drifted in, the sides of the Sphinx were eroded along the surface in lines which rose from year to year. In Dynasty XVIII, when Amenophis II was king of Egypt, an obscure prince named Thothmes, coming to the

Sphinx after an excursion in the desert, lay down to sleep in the shadow of the shoulder and dreamed a dream in which the Sphinx appeared to him and, promising him the kingship, ordered him to free the body of sand and restore the offerings. When the prince found himself unexpectedly king of Egypt, he proceeded to obey the great god who was the Horus of the Horizon, King



*Chephren's tomb, the Second Pyramid, over which the Sphinx stands guard. This view is from the top of Cheops' tomb, the First Pyramid, and shows (left) ruins of the temple and the causeway that led past the Sphinx to the valley temple.*

Chephren. The body was excavated and the badly eroded sides covered with a casing of fine white limestone from the Tura quarry across the river. The old beard which had fallen off was restored with a long divine beard carved in a slab of limestone and held in place by masonry. Before the breast, Thothmes, now Thothmes IV, set up a great granite stela (tablet), later found by Caviglia, on which he recounted his dream and his restoration.

Centuries passed away and again the Sphinx was in a ruined condition, partly buried in sand, and a new race sat as kings in Egypt, the Ptolemies. One of these again cased the Sphinx with stone outside the casing of Thothmes IV, and erected a stela between the paws. The shrine was continued eastward in the time of the Romans, when a flight of steps led down over the drift of sand to the level of the shrine between the paws. Thus in Roman times, the chapel of the Sphinx lay in a hollow in the sand. The sand finally covered in all these shrines of the Sphinx and kept them hidden until our day.

Back of these stones one may perceive, if one's insight is but touched with imagination, the very human desire of flesh-and-blood men to provide the means for a happy future life.

\* \* \*

*The author of the foregoing is a charter member of the Rotary Club of Cairo, Egypt, and was its second President. Born in 1867 at Indianapolis, Indiana, he took his Ph.D. degree at Harvard, where he became Professor of Egyptology. Identified with many of the foremost archaeological expeditions of our day, he has made many important disclosures of the secrets of the past.*

*His operations have included extensive discoveries in Palestine and Egypt, among them the excavation of the Giza Royal Necropolis, which yielded the royal secrets of the IVth Dynasty (3000 B.C.), and the revelation of the history of Nubia between the First and Second Cataracts from pre-dynastic times to the Christian Era.*

*He is the author of 19 large volumes and more than 100 special articles on the subject on which he is a leading authority. Of him, Arthur Merton, a fellow member of the Cairo Rotary Club, writes the following:*

George Reisner enjoys an unrivalled position not only as the outstanding figure in present-day Egyptology, but also as a man whose soundness of judgment and extensive general knowledge are widely conceded. When the creation of a Rotary Club was mooted in Cairo, it was but natural that the thoughts of the local founders should turn to the man who in their eyes embodied in his character and his life all the principles for which stood the movement they were joining. He became one of the charter members and, after the period of service of the founder of the Club, Clare Martin, Reisner was selected as



Photo: Bob Davis of the New York Sun

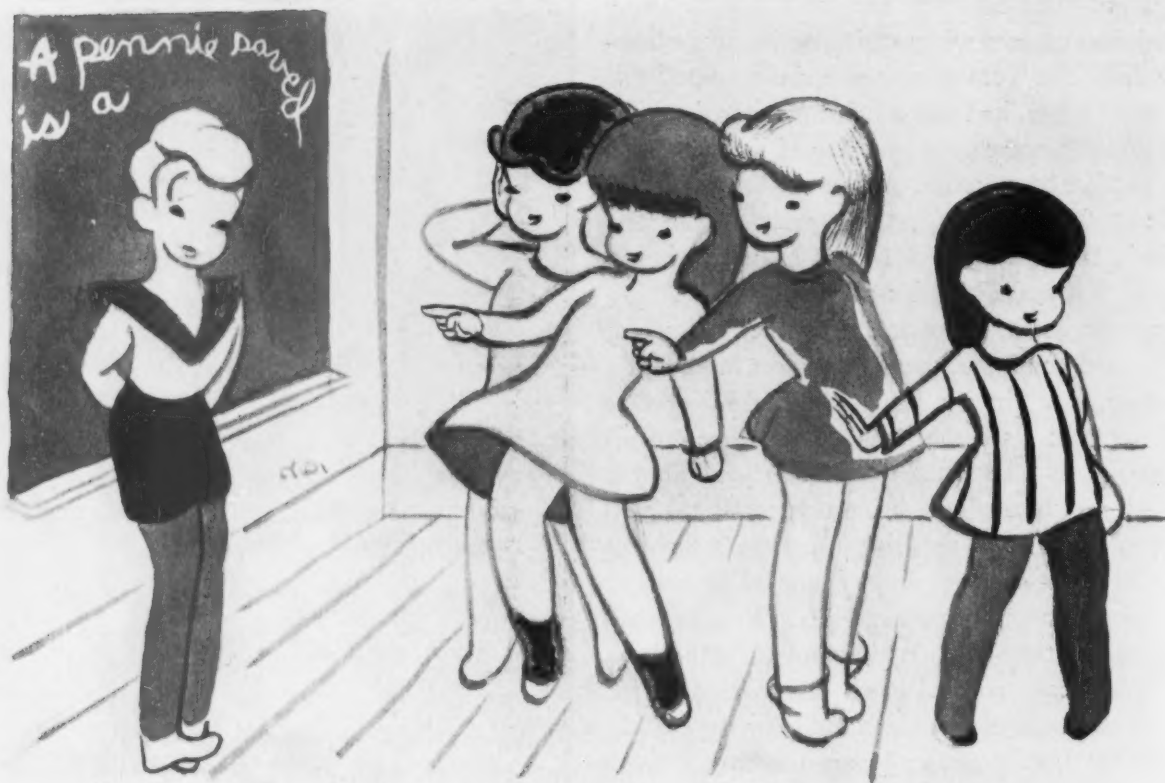
*Dr. George A. Reisner, Egyptologist, writer, Rotarian.*

President. He proved himself in every respect a worthy successor to a great Rotarian. So highly do his fellow members think of him and so much reliance do they place on his judgment that from the time he left the Chair in 1931, he has regularly been reelected to the Board of Directors. His presence there has been a tower of strength to his colleagues, faced with all the little troubles and problems on the correct handling of which in the early days depends the future success of a Club.

In an impromptu talk on archaeological work which George Reisner once gave to the Cairo Rotary Club, there appeared the following passage. Coming from him, it is autobiographical.

"An archaeologist is by the very nature of his work a destroyer of ancient sites, of cities, and of cemeteries. In order to carry out his research and reconstruct history, he has to take to pieces what lies before him, in the inverse order to that in which it was built up. Once this has been done all field records have been destroyed. It is because the only record then remaining will be the notes and observations of the archaeologist that he has to possess highly trained powers of excavation, of recording, and of deduction.

"Character must, however, always be the dominant feature of an excavator's work. He may be highly trained and have deep knowledge, but unless he possesses a sense of honor, of responsibility, he will not be a success. He must always remember that he must be conscientious and honest in his record work."



## Shakespeare's the Name

**By William Shakespeare**

*Illustrations by John Norment*

**A**LL my life I have been the target for gibes, fair game for ponderous platitudinizers. Because my name happens to be William Shakespeare, everyone I meet seems impelled to dig up some sally intended to be either humorous or moralizing. And I say quite honestly that being the butt of jokes bothers me not one-tenth as much as the deplorable lack of originality of the jokesters. In the last 20 years I have not heard a single comment on my name that deviated from the most hackneyed banalities.

Not that I don't sympathize with the people I meet, too. Just imagine that somebody brought me up to *you* at a party, and introduced me thus: "May I present my friend Mr. William Shakespeare?" How would you handle a situation like that? You *have* to say something. If you can see any way out of it that doesn't sound silly, do let me know.

My troubles began when I could first understand a question. My interrogator would beam down upon

me with a patronizing look and say, "Well, my little man, you have an illustrious name. Are you related to the great William Shakespeare?"

During my grade-school years neither the other pupils nor my teachers would ever let me forget my name for one moment. Could I be a little backward in some study and receive the gentle admonishment given to my classmates? Not a bit of it! I was always told, "Anyone with a name like yours should be ashamed of the work you turn in!" I never left a grade, from first to last, without rancor in my heart for my teachers' persistent use of that phrase.

Due to an easy-going disposition, I managed to muddle through my teens without committing murder. After reaching my majority, however, my real troubles began, for aside from the daily bombardment of banalities which is my lot, many incidents have caused me the deepest embarrassment, and some have even played a hand in shaping my destiny.

The first occurred while I was working as railroad telegraph operator at Freeville, New York. One Sunday afternoon in the Spring of 1917, I sat in the office when suddenly there came a violent pounding on the ticket window. I opened it and found one of





the village school teachers demanding a ticket immediately for New York City. I attempted to explain that I couldn't sell her a ticket, but that when the agent returned about five o'clock she could buy it. She burst into a rage, telling me that she had never been subjected to such discourtesy and that the president of the road would hear of this. Then she said, "Young man, what is your name?" I sensed the cataclysm coming, but answered nevertheless, "My name is William Shakespeare."

Hell hath no fury like what followed. Was I trying to make a fool of her? Did I think I was being funny? Did the railroad company know they were employing a whelp who poked fun at patrons? She would see about that. And she did. I was relieved from duty within two weeks, and brought before a disciplinary board to explain my case, which I did to their satisfaction. But since the complaint had come from the president's office, some action had to be taken, so I was transferred to another division. The laugh was still on me.

One time I believe I would have been justified

in committing murder. My wife and I had arrived in Buffalo late at night, and had stopped at one of the leading hotels. It being a hurried trip, we carried no baggage except my wife's small overnight case. I told the clerk I wanted a double room. He handed me the register and, God forgive me, I signed our real names—Mr. and Mrs. Wm. Shakespeare. The clerk turned the register around, looked at it, at me, and at my wife. Then with a smug, dyspeptic smile that only hotel clerks can use, he handed the bellboy the key. I went to the cigar counter for cigarettes and, passing the desk again, I heard the clerk say to the telephone operator, "Boy, I've seen some beauts, but this one takes the cake, 'Mr. and Mrs. William Shakespeare!' I wonder if he thinks he's kidding us."

In 1931, while a patient in Mount Alto Veterans Hospital, Washington, D. C., two incidents happened, one of which I shall probably never live down. I was among the service hospital patients invited to the President's annual lawn social at the White House. The occasion was festive. President and Mrs. Hoover and a host of other dignitaries were there. The Marine Band was going strong, girls were dispensing sandwiches and ice cream. I enjoyed myself until the time came to meet the President.

The line formed, with the wheelchair patients first and those able to walk bringing up the rear. Finally my turn came to shake hands with Mr. Hoover. Each one in line gave his name to an Army major standing next to the President, who in turn presented that person to Mr. Hoover. Never dreaming that anything might happen on an occasion of this kind I gave my name to the officer, and noted that his smile, which up to now had been one of reassurance, turned to quizzical consternation.

**H**E nodded to a secret-service operative in plain clothes, and this man moved closer in. I was duly presented to the President, and then Mr. Hoover's smile also changed, from one of greeting to one of compassion. As I passed I heard him remark to his Naval aide, "Some of these cases are very sad indeed."

The other incident happened at the hospital itself, when General Hines was inspecting it. I was visiting a friend in the psychopathic ward when the General stepped inside the door. As he did so, a burly individual, with an uncertain look in his eye, grasped him by the shoulder and asked, "Who're you?" The General answered, "Why I am General Hines."

Whereupon the burly one chuckled and said, "Oh, hell, you'll get over that in a couple of weeks."

The nurse now entered the scene and extricated the General. I followed them into the hall, and the General, seeing that I had observed the incident, struck up a conversation with me about it. Eventually he asked my name. I was on the verge of telling him, when my mind flashed back over the White House incident. All I could do was say, "Oh, what the hell," and walk away.

The one redeeming feature of this happening was that the nurse had heard the last part of our conversation and, after having a hearty laugh (to my chagrin and the General's utter amazement), explained the situation to him. I met him later on and he came up to me, patted me on the back and said, "Son, I don't blame you."

Another time I was unfortunate enough to be apprehended in Washington for driving a car without a driver's permit. The officer took me to the station house and charged me with everything in the book. Unfortunately I had absolutely nothing on me to show who I was. When they asked my name and address I realized that further complications might arise if I tried an alias. So I gave my right name. The officer turned on me and said, "Oh, a wise guy, eh? You're not in enough trouble without trying to get funny. You can just cool your heels in here

until you get ready to come clean." And cool my heels I did until next morning when I could reach friends who came to my rescue.

One day I put in a long-distance telephone call to ask about some securities. After talking about six minutes overtime to learn the details, I placed an order, giving the broker my name and address. He asked me to repeat it, which I did, with an abject prayer on my lips. The explosion came as I feared it would. "Listen, mister, I have no time for practical jokes, I'm too busy." The receiver slammed, leaving me with a toll call for \$5.50 and absolutely nothing to show for it.

At the behest of friends I once submitted a short article to a fraternal magazine, enclosing the usual stamped return envelope. Some days later I received the article back, with a letter of rejection from the editor. However, he urged me to try again, and closed with: "I advise you to refrain from using the *nom de plume* of William Shakespeare. This subterfuge will not aid you in getting your articles published."

I had occasion to be in Albany when the genial Al Smith was governor. A friend was showing me through the capitol building when Governor Smith came up on the elevator. My escort inquired if I would like to meet him. I said I would, and was presented to His Excellency. Upon hearing my name he burst into one of his hearty laughs, exclaiming, "Well, the joke's on me boys. Have a cigar; I thought that guy was dead."

And so goes my life—one tense situation after another, some amusing, some downright humiliating. I hope my own horrible example will serve as a warning to parents who contemplate naming their children after immortals. If your name is Edison, don't name the baby Thomas A.; if it's Nightingale, steer clear of Florence; and if it's Washington, call the baby anything but George. Even first names can be dangerous. If your name is Smith, for example, you may never know what torment you're heaping on your little boy if you call him *Woodrow Wilson* Smith.

In my own case, I try to smile as I bear my cross each day, but in my soul I wish with all my heart that my parents had called me Oswald.





*New Mexico Hills, a lithograph by Richard Day*

## The Gentle Art of Loafing

By Dana H. Jones

**W**HEN a fine morning happens along and I am pulled out of bed by a rattling alarm, then is the time I can speak most fluently on the advantages of loafing. And convincingly, too. But when I run across fellows who are trying to make a profession of loafing as the climax to a life of hustling business, and I see how miserable they are, it is then that I am aware of the art that must be practised to make loafing a pleasure.

Some men hold to the notion that they will die in the harness. They are never going to retire. And that, to me, is very sad. If they are compelled to work for a living, that is a misfortune. But if they work to the last day because in that state they are most content, then they have never learned this gentle art.

I know a man who sold out whatever business he had in Michigan and now grumbles out his days on his California front porch. He complains of his stomach. Last month it was his back. He personifies misery. All because he never anticipated this present retirement and consequently never learned how to enjoy any substantial substitute for business. It's too late now. Some day he'll belch himself to death.

Now it seems to me so very simple to make loafing a pleasure that I cannot refrain from giving my solution. Find something that is just as satisfying and

absorbing as business while you are still on the job earning your pile. But this second interest must be a nonessential, the sort of pastime you can work at 24 hours a day with pleasure, or that you can chuck for six months when some passing fancy bobs up.

If you've pitched dirt with a shovel all your life, then I'd say pitching horseshoes might be a leisurely substitute in your toothless days. The real point, however, is that you must learn how to get more satisfaction out of your leisure time now than you do out of business, if you expect to make loafing a howling success when you permanently quit the office.

That last is the hardest job of all. To find some interest that you could completely enjoy without being forced to. The real trouble is we pay too much attention to the conventional notion that hard work is itself a fine thing; that endless days in an office grinding out sales, or insurance policies, or balance-sheets leads to particular glory in heaven. That's good, sound *bunk!* Give me a little leisure to enjoy some of the things that beckon and you can have your office efficiency!

At that, it is late now, so I must dash in and catch a little sleep so that I will be ready for tomorrow morning's alarm, and thereby arrive on time for another day of monotonous grinding at my office.



# The ROTARIAN

Published Monthly by

ROTARY INTERNATIONAL

35 East Wacker Drive, Chicago, Illinois, U. S. A.

THE Objects of Rotary are to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- (1) The development of acquaintance as an opportunity for service.
- (2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.
- (3) The application of the ideal of service by every Rotarian to his personal, business, and community life.
- (4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

## Editorial Comment

### What Value Conventions

**H**ARDLY had the last goodbye been said at Atlantic City before workmen entered the great Auditorium to remove all trace of Rotary International's 27th Convention. Where but a few hours before the rafters quivered with thunderous strains of *Auld Lang Syne*, all was quiet except for the clatter of hammers wrecking temporary booths, and the occasional ripping sound of bunting being yanked to the floor.

*Sic transit gloria*, says the cynic. But as usual, he overlooks much. The paraphernalia of a Rotary Convention springs up like a mushroom each year, then quickly disappears. The true glory of these annual get-togethers of Rotarians from the ends of the earth is of more durable stuff: it is activated impulses to turn idealism into deeds.

"At our Convention in Mexico City last year," writes an outgoing Rotary Club President, "I listened to a speech by Andrew McKenzie, of San Antonio, Texas, on youth welfare. 'Boys start to become delinquent at the age of nine years and seven months,' he said. The idea struck me, and the longer I thought about it the more convinced I was that with boys of this age our work should start."

The result is the Buddy Club for knee-pants youngsters, at Monroe, Louisiana. It is doing much to give wholesome outlets to boyish energy in that community, and holds promise of doing the same for other communities in which boy-minded men give it a chance.

At the Seattle Convention in 1932, two South Americans met in the genial atmosphere of the House of Friendship. One was from Bolivia, the other

from Uruguay. There was nothing to mark their shaking hands as notably different from hundreds of other introductions. But many months later that acquaintanceship, initiated under the ægis of Rotary, ripened into friendship, and was an instrumental factor in making possible a humanitarian service to prisoners of war when Bolivia and Paraguay were struggling in the Chaco.

Two years ago the Convention was held in Detroit. It deeply impressed Milan Stojadinovic, of Beograd, Yugoslavia. During a high point of the Convention he was moved to say:

"The personal contact, the natural personal relations between men who get to know and like each other through this personal contact plays a large rôle in our work and results . . . To me it seems to be one of the greatest things in Rotary. . . .

"With regard to our Sixth (now Fourth) Object, the Rotary Clubs in Yugoslavia try to advance international understanding, goodwill, and peace. That task is not so easy today in Europe, which is used to wars and is full of small States with conflicting interests."

Milan Stojadinovic returned to Yugoslavia with the inspiration of the Detroit Convention vividly impressed on his mind. There is no reason to suppose that if the task of advancing international understanding, goodwill, and peace did not discourage him then, while he was a Director of Rotary International, it should not now when he is Prime Minister of his nation.

When, where, and how the Atlantic City Convention shall bear fruit is impossible to predict. But that there shall be fruit, and that it shall enrich lives of men, of communities, and of nations, few who attended the sessions can doubt.

## Laugh, Man, Laugh!

**T**HERE are times (at least twice or thrice a year) when the everyday world seems to focus just a bit blurrily, out of proportion. A few months of monotonous, steady plugging at the same old job can upset a sound sense of values as completely as a long-suffering donkey can upset an applecart; and the proverbial molehill begins to resemble the upper reaches of the Himalayas.

But when the office desk assumes the dimensions of a geographical unit, the personal foibles of the office boy appear as Jovian moods, and whether J. X. Smythe will take the contract seems to involve your prospects for personal salvation, just remember that you're not past all hope. The resilient human mind has a cure for just such states; a specific which will restore health, appetite, and vision. That medicine is laughter, big hearty guffaws—at oneself.

Says Aldous Huxley, he in the vanguard of the greatest modern novelists: "A little ruthless laughter clears the air as nothing else can do . . . it is good . . . every now and then . . . for solemnity's nose to be tweaked; for human pomposity to be made to look ridiculous."

Or if one's too far gone to be capable of a merry bellow of self-ridicule, just recall that, as far back as the Middle Ages, a wise philosopher figured out that man's comparative importance to the cosmos is as a single speck of sand to all the sea sand in the world. Then face that Smythe contract again!

## An Editorial Suggestion

**N**OT many months ago a certain man wrote for this journal a certain article. It was a part of the debate-of-the-month. It set forth clearly the position of those who advocate one of the two proposed solutions for a problem that exists in all countries. Many letters attest that the exchange-of-opinion was provocative of thought. Only one reader disapproved. His "kick," he admitted, was not directed at the debate, the article, or its arguments. The author, he conceded, was a recognized leader of the cause he espoused. But what he didn't like, and what he deplored was the appearance of an article by *that* man in THE ROTARIAN.

"It's a very good illustration," writes another Rotarian, "of how difficult it is to please so varied a group of men as are in Rotary. Rotary is predicated on tolerance, but here in a little corner of a big

country is a Rotarian who, because of political and personal prejudice, doesn't like a certain fellow and would close the columns of our magazine to him. But what of other readers who do like him? What of those who, like myself, do not admire the author, but think he and his cause have a right to be heard? . . . If I were editing THE ROTARIAN, I'd write a *strong* editorial that would bring home to a great many people the importance of not letting their personal grudges run away with them!"

## The 1936 Graduate

**I**F A VAST array of statistical evidence is to be trusted, the 1936 graduate, though his college career has extended through the gloomiest of depression years, seems to face brighter prospects for a job than his predecessors of the four years past.

Perhaps the 1936 graduate is better fitted for employment. Certainly, he is more serious than other campus generations. From the sidelines he has watched developments and pondered some fundamental "whys." Those who are closest to him find in him less reluctance to start at the bottom of the ladder than in those who have gone out from academic doors before. They report, too, that, while impatient with buncombe, he is profoundly receptive to intelligent and sincere counselling from adults.

## Ink Around the World

**I**N THE Nineteenth Century, Thomas Carlyle wrote "The Press is the Fourth Estate of the realm." Today the printed word still ranks as the most effective means for forming opinion, as well as of disseminating news. Many Rotary Clubs, realizing that power, have utilized it in Club publications.

An example of the beneficial and valuable contributions which such publications can make, is the *Rotary News*, a weekly paper put out by the Rotary Club of Athens, Georgia. It was started in 1925 merely to report activities of the local Club. Time brought an extension of its policy. Now, interchanges with scores of Rotary Club publications all the way from London, England, to Tokyo, Japan, are made regularly.

It is not difficult to see that this little gazette, like many another, serves at least a triple purpose. It is promoting unity among Rotary Clubs throughout the world; is an integrating factor within the limits of its own Club's membership; and is an effective advertising "ambassador" for its own city.



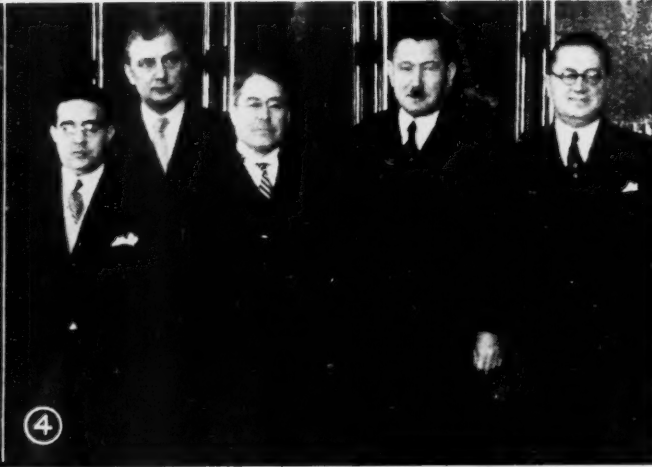
Photo: (above) Helttamoo, Helsinki-Helsingfors



## President Johnson's Trip

**A** HIGHLIGHT OF Ed. R. Johnson's year as International President was his recent tour through 15 countries of central and northern Europe. New friendships were made, old ones renewed—all of great importance to Rotary's standing over the world.

*Above, left to right: European Secretary Potter and the Johnsons—Ruth (daughter), Lucius (son), Mrs., and President Ed. R. Below: (1) President Albert Lebrun of France, an honorary Rotarian (center) entertained at the Elysée Palace. (2) Brussels Rotarians gave a banquet. (3) The Lord Mayor of Antwerp, Belgium, received President Ed. and party. (4) Officials extended a welcome at Prague, Czechoslovakia.*







(5) A wreath for the Tomb of the Unknown Soldier, Warsaw, Poland. (6) President Ed. in action—as caught by the candid camera. (7) A reception by President Svinhufvud of Finland, an honorary Rotarian. (8) In Stockholm, an intercity banquet. (9) The Tomb of the Unknown Soldier, Kaunas, Lithuania. (10) Rotarian Konstantin Püts, President of Estonia (center), conferred high Government honors. (11) A dinner at Oslo, Norway. (12) With Mrs. Ruth Bryan Owen, U. S. Minister to Denmark (center), in Copenhagen.

Photos: (1 and 6) Henri Manuel, Paris; (2) Art-Photos, Brussels; (3) De Nieuwe Gazet, Antwerp; (5) Józef Rózewicz, Warsaw; (7) Heittamoov, Helsinki-Helsingfors; (9) M. Smečchauskas, Kaunas; (12) Dansk Presso Foto, Copenhagen.





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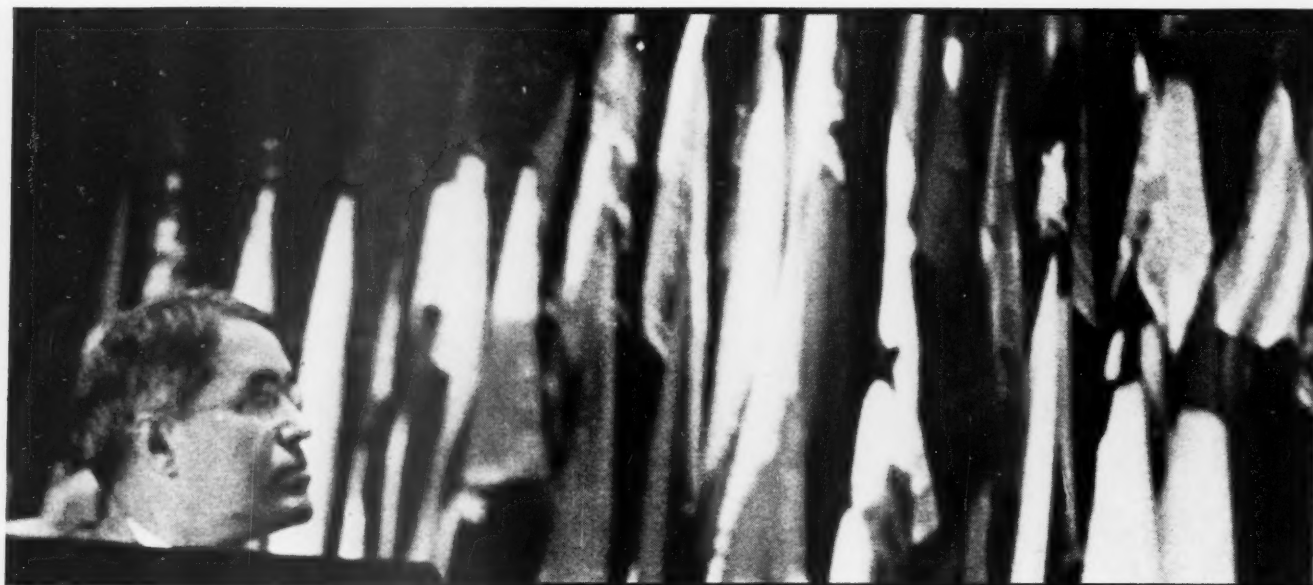
ROY SHOSUKE SATO  
OF JAPAN

REED



of the Young Folks —





# High Tide at Atlantic City

By Leland D. Case

ATLANTIC CITY, N. J., JUNE 26.

**A** TAP on a huge brass gong and a wave of his hand, and President Ed. R. Johnson, of Roanoke, Va., has dismissed the ten thousand folk here for Rotary International's 27th annual Convention. His successor is Will R. Manier, Jr., from Nashville, Tenn. His promise, "to take Rotary and my job as President of Rotary International seriously, but not myself," is already speeding by word of mouth to 50 or more nations.

Many able speakers have spoken eloquent words in an effort to articulate the purpose of this annual five-day reunion of the Rotary family, but as is so often true, a child—a little girl—leads them all. She is Will Manier's own curly, flaxen-haired Katherine.

Motoring to the Coast from Tennessee is a bit wearisome, even for adults. Katherine is five. Assurances that she was to have a whole week with Grandmother in Connecticut had kept her spirits buoyant for many miles. But falling dusk sobers even little girls, and there was the as yet unexplained fact that brothers Bobbie, 7, and Jimmie, 10, were going with Daddy and Mother to Atlantic City. Her thoughts took form in querulous sing-song:

"Jimmie and Bobbie are going to the Convention, and I'm going to live with Nanna—and won't get to play in the sandpile without any sides."

Need it be recorded that by unanimous front-seat consent an unscheduled

shift was quickly made in the Manier itinerary? That Katherine has romped to her heart's fullest on the beach at Atlantic City? . . . Or that many others who have thronged this city these past five days have here discovered new vistas unobscured by the provincialism of national backlots?

## Space Shrinking

"The same waves that lap these shores touch those of four other continents," Hugo Prager, Swiss *hotelier*, reminded his hearers at the opening session. Seated beside him on the platform were fellow business men from Asia, Africa, and Latin-America to lend force and point to his remark, and in the audience were many more, elbow to elbow. The actual physical presence of these people brought together by plane and train, ship and motor car, caught the imagination not only of North American Convention goers, but townspeople.

One local newspaper commentator de-

*Every session brought out a large audience—appreciative, responsive. The photographer misses the names of the first two men (right). Next is Bert Linfield, English Rotarian; then District Governor Thomas B. Talbot, Danville, Ky.; Sergeant-at-arms Allen Street, from Oklahoma City, Okla.; Past President Robert L. Hill, who lives in Columbia, Mo.*

voted an entire column to Colonel Cecil Rae, of Ipoh, Federated Malay States. That he is formerly of the British Secret Service, a friend of Bruce Lockhart of *British Agent* fame, and an incoming Director of Rotary International didn't impress that writer so much as the fact that while he "traveled more than 14,000 miles to reach the United States, radio spans the distance in 'nothing flat.'"

## Unconventional

The dramatics of distant peoples suddenly becoming neighbors because of science never grow stale. But the note that flowed like an undertow throughout speeches and discussions in Atlantic City this week, has been a conscious realization that if civilization is not to destroy

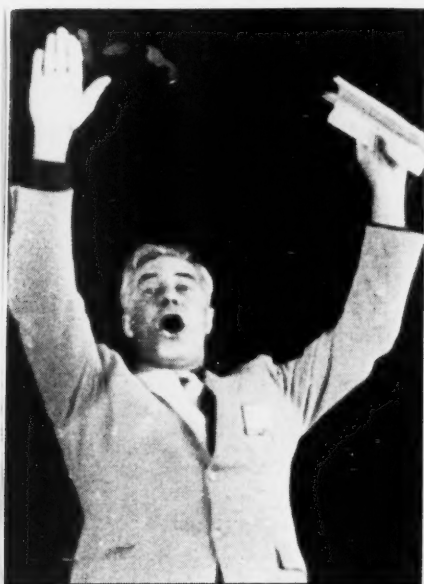


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"Candid Camera" Photos: Harvey C. Framberg

*Over the flags of all nations runs the gaze of Ed. R. Johnson (page 34), outgoing president of Rotary International. . . . Song-leader Walter R. Jenkins signals for an attack.*

### Tea-Time Topic

Take the mere matter of tea, for instance. Tea may be tea to you, but to any son or daughter of soil over which ripples the Union Jack, tea just isn't tea unless brewed right. That means rinsing the teapot with boiling water "to hot" it, placing the tea in it, *then* pouring boiling water on it and allowing it to stand *exactly* three minutes before serving. And hot milk—*never cream!*—is essential.

It was in a hotel lounge at exactly 4:30 p.m. that an Australian, a New Zealander, a South African, and two Brit-  
ishers sipped, and agreed the beverage was—well, "jolly good."

"Oh," the young lady in the white apron said, "it's okeh? We made it the way you like it? That's good, because the Convention people taught us your way. It's very different from ours."

### Shield-Screen

But language, not tea, is usually the first strange outpost people pass on along the road to acquaintance and friendship. The slightest variances in usage and accent provide the theme for endless conversation. An American and an English Rotarian are, no doubt, still chuckling over the discovery that when the former talked of a windshield and the latter a windscreen, they were speaking of the same thing.

### Inquisitor

One member of the British Isles delegation (which numbered over 200), whose name is Berkeley, but who pronounces it Barkely, hails from the ancient Roman city labelled on maps as Cirencester. He

might have grown wealthy here this week on wagers that none but an Englishman could pronounce it aright. But he didn't. Instead, he passed along a limerick which not only aided limping tongues but, incidentally, suggests a neat Vocational Service problem. This is the way it reads:

*There was a young lady at Ci'e'eter,  
Who went to call on a solicitor,  
When he asked for a fee  
She said fiddle-de-dee,  
I only came as a visitor!*

But differences in tea customs and language soon dropped out of conversations at Atlantic City. Even "grouses" about the heat on Monday and the drizzle on Tuesday went unnoticed, for by that time the bulge of emphasis had moved to something far more significant: *similarities*, among peoples.

Most organizations live by the bird-of-a-feather principle. But not Rotary. By admitting to Club membership only one man from a vocation, it automatically acquires the highest possible diversity not only of occupation, but of creed, of politics, and of race. Yet deeper than these are the unities of life, the common denominators of humanity, those touches that make men of goodwill kin. Such factors as these—good fellowship and the will to promote welfare of others—weld into one the world-wide Rotary movement.

There is much behind the facetious suggestion of Everett Frazar, Tokyo businessman, that it would be well to add to Rotary's mechanical, cogged-wheel symbol an oil can from which would drop politeness, patience, persistence, and tolerance. Some would have added humor.

### Ideals?

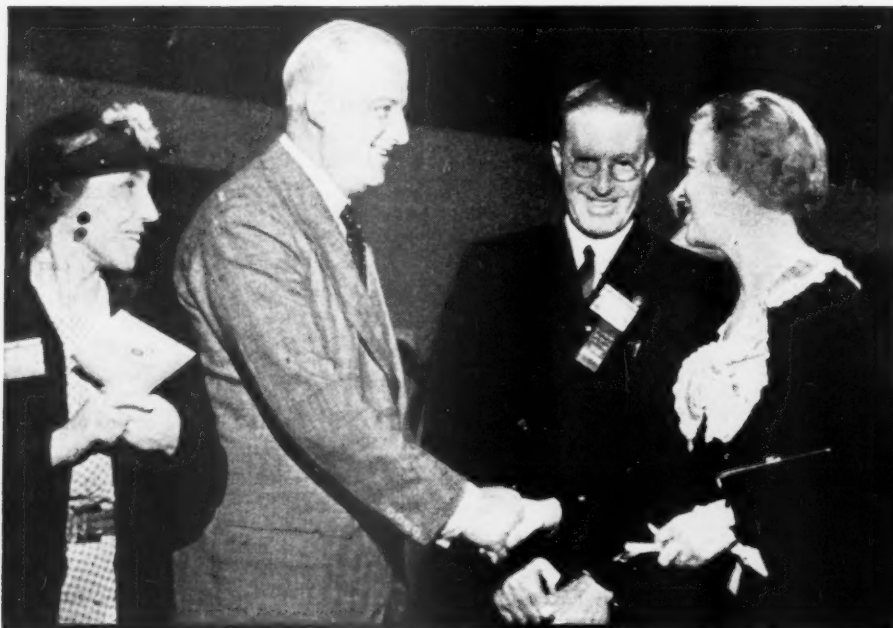
Certainly Dr. William Trufant Foster, distinguished Boston economist and author, would have. Assigned to discuss

itself, man's spirit must keep pace with his mind. This is the facet which gave to this Convention significance—and distinction.

Now, Atlantic City is accustomed to conventions. Any Atlantic Cityite will, if pressed, admit as much. The 15-million-dollar Convention Hall (so vast that Babe Ruth couldn't bat a baseball from the stage to back gallery) draws frequent assemblages—educators and churchmen, doctors and lawyers, industrialists and union labor leaders, and others. Too, Atlantic City has the Boardwalk—a 20- to 60-foot plank walk on stilts that reels along for eight miles, flanked on one side by sand and sea, on the other, by a veritable Grand Canyon cliff of modern hotels. But in all its years of dependable and cheerful service, never has the Boardwalk been trod by so cosmopolitan a crowd as this week.

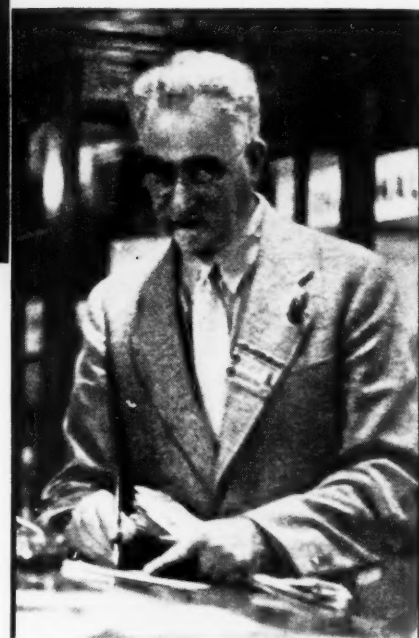
"This Convention is *different*," a local newspaper editorialized on Monday, and before Friday rolled around townsfolk of Atlantic City who might forgivably have questioned the opinion, knew it well.





*Greetings! Lady and Sir Charles A. Mander of Wolverhampton, England, and incoming District Governor and Mrs. James Inglis Robertson, of North Sydney, Australia.*

*Below: First person to register was 74-year-old Andrew Evers, of Melrose, Mass. He arises daily at 5 A.M. to play 18 holes of golf. And he regularly keeps his score in the '80s.*



"The Practical Value of an Ideal" in a plenary session, he mingled wit and wisdom in such a way as to make his audience applaud and applaud until he "took a bow."

"A highly practical man," he said in part, "made a fortune out of the War between the States. This man regarded everything that would bring money as practical, and everything else as mere moonshine. 'I saw very quickly,' he says, 'that the War was going to be a moneymaker for me.' He tells of controlling the stock market by bribing Government officers; but, he says, 'We didn't dare make offers of this kind to Old Abe. Lincoln was impractical as far as money went. All he thought of was saving the Union!'"

"The businessman," Dr. Foster continued, "as frequently as the soldier, needs to burnish his ideals. Adapting a verse from the late Rudyard Kipling, we might say:

*"If business were what business seems,  
And not the business of our dreams,  
But only putty, brass and paint,  
How quick we'd drop her—but she ain't."*

"In a profound sense, there is nothing practical except an impractical ideal. When somebody scoffs at your ideal of 'service above self,' don't argue—search him!"

If anyone is hazy about what that ideal really means or his ears are plugged by the cotton of prejudice, let him sometime help a blind man across the street, suggested Thomas A. Warren, English educator.

"You hear his tap-tap behind you. 'Will you help me across?' he asks. You take his arm and are soon at the other side. 'Thank you, and good day!' And

he leaves you standing there wondering why you can ever be discouraged when you can see everything and he can see nothing."

### About Boys

Rotarian Warren's theme was advanced by Dr. Amos O. Squire, retiring Director of Rotary International, well known as an author and examining physician at Sing Sing Prison. He talked of "The Man of Tomorrow"—boys, of course.

"When one realizes that in the United States the average age of all the prisoners in our various prisons is 23 years, and that last year it was presumed that 40 per cent of all the crime was committed by boys in their 15th year, and the next highest percentage was 18, it makes one realize that of the crime that will be committed 10 years from now, 50 per cent will be by boys who are today 13 years of age."

Unless—

The straightening of crooked limbs and spines for children, helping 'teen-age youngsters find hobbies, sponsoring Boy Scout camps, locating jobs for dislocated youths, aiding in the education and training of underprivileged young people, bringing relief to disaster victims, developing harmonious relations between townfolk and farmers, beautifying the streets and lanes of town and country—such activities obviously exemplify the service ideal in action.

### The Test

But what of "service above self" in the actualities of highly competitive business?

To this considerably knotty problem the Convention gave thoughtful attention.

Walter D. Head, of Montclair, N. J., former Vice President of Rotary International, presided over a general session that essayed to explore it.

Will R. Manier, Jr., succinctly reviewed Rotary's efforts in Vocational Service, emphasizing the point that until it becomes concrete and understandable, as real to a man as his own son or daughter, weeds will grow on this lane of Rotary's four-lane highway.

Sir Charles A. Mander, Bart., who is a widely-known English industrialist and a recent contributor to *THE ROTARIAN*, told of coöperative efforts of a number of European businessmen to reduce unfair practices.

Charles Pillsbury, executive vice president and treasurer of the Munsingwear Corporation, Minneapolis, Minn., presented his views on competitor relations, and Luther H. Hodges, industrialist, of Spray, N. C., discussed employer-employee relations.

After this session, groups of delegates dispersed to assigned rooms in hotels up and down the Boardwalk, there to exchange views on their own vocational problems.

Doctors met with their fellow doctors from other parts of the world. An



English Rotarian presided over a group of manufacturers with a Mexican as vice chairman. An American business-service expert and a South African auctioneer led another group. In all, there were 25 such vocational assemblies ranging from "advertising" to "utilities." Each of them like those held to consider other phases of Rotary, was carefully organized, well attended—and lively. Of not a one could the old criticism of committees be said: they keep minutes but waste hours.

"The general meetings are excellent," one Mid-Western American declared, "but what I get most benefit from are these informal discussions where I can swap ideas with the fellow who is in my line—insurance—not only in this country, but abroad."

The chairman of his group happened to be Tsunekichi Asabuki, retiring District Governor, head of what is generally reputed to be Japan's largest life insurance company.

### Pink Surprise

Petite and charming Mrs. Asabuki and daughter were among the most popular of attendants at the Convention. In silk embroidered and painted kimonos they "looked as dainty as though they had stepped out of a Japanese fan," so

*There was one HOT day on Atlantic City's Boardwalk, according to P. A. Kruuse, Odense, Denmark, retiring International Director.*

the admiring wife of one Rotarian was overheard to remark. She was later "surprised pink" to discover that Mrs. Asabuki has held the ladies' tennis championship of Japan, has furnished competition for Helen Wills Moody, and is also a golf enthusiast.

Another personality from Nippon who helped stamp the Convention unmistakably international is Baron Shosuke Sato. Appraise his vitality and intellectual alertness from the fact that he is 81 years of age and is the new Governor of Rotary District 70. Son of a Samurai family of the Iwate clan, he was educated in Japan and at Johns Hopkins University from which he was graduated in 1899. For many years he taught agriculture in the Sapporo Agricultural College, but now is honorary professor at the Imperial University of Hokkaido, from which institution he resigned as president in 1930.

### Roundtable

Baron Sato participated Wednesday morning in an event which, to judge from notes taken by attentive listeners, will furnish inspiration and information for scores of International Service talks in months to come. It was scheduled as the "International Roundtable." Maurice Duperrey, French industrialist and a former Vice President of Rotary, was scheduled to lead it, but owing to the critical business conditions in his country, he had been called back to Paris after two days in the United States. Past



President I. B. Sutton, wholesale and retail hardware dealer from Tampico, Mexico, filled his place.

Briefly, 12 men from as many countries told of Rotary in their homelands. A list of the participants is eloquent of the significance and impressiveness of the occasion: William de Cock Buning of The Hague, The Netherlands, colonial economist; Baron Sato of Japan; Fernando Carbajal of Lima, Peru, civil engineer; Dr. Chengting T. Wang of Shanghai, China, former Foreign Minister and Acting Prime Minister, now President of China University; Dr. Franz Schneiderhan, of Salzburg, Austria, President of the "Mozarteum" International Foundation; Dr. Guido Carlo, Visconti di Modrone, of Milan, Italy, Senator and orchestra conductor, Vice President of the National Institute of Culture; Colonel Cecil Rae of Ipoh, Federated Malay States, Council Member; Dr. Karel Neuwirt of Brno, Czechoslovakia, Professor of Surgery; Dr. Georges R. Lefort of Saint-Brieuc, France, college professor; T. R. Olsen, of Stavanger, Norway, merchant; G. M. Verrall Reed of London, England, man-



*In the House of Friendship: Charles W. Riggs, Mt. Carmel, Ill., treats 10-month old Ruth Angela Riggs to her first International Convention. (Right) A. J. Braga, Singapore solicitor and amateur magician, shows his wife and B. N. Holtham, of Sherbrooke, Canada, an Oriental trick.*





ufacturer and now President of Rotary International: Association for Britain and Ireland; Dr. Crawford C. McCullough of Ft. William, Canada, Past President of Rotary International.

The sentiment of all was epitomized by Dr. Wang (pronounced Wong) when he declared that "In all parts of the world there is much goodwill—but it is not yet crystallized. What is lacking is a rallying ground which," he added, "Rotary can supply." To which should be subjoined Colonel Rae's statement that 15 nationalities are represented in his Rotary Club at Ipoh, "and it gives us an opportunity to know what they think and why they think it." And also this from President Ed. R. Johnson: "I am told that in the Eastern Mediterranean region the Rotary Club is the only place where Moslem, Jew, and Christian will break bread together."

### Patience, Wisdom

Founder Paul P. Harris, in a message read by Sylvester Schiele, first President of Rotary Club No. 1, Chicago, had stressed this function of Rotary, but warned against overzealous optimism. Men seeking great ends must reconcile themselves to the inevitability of gradualness. "The best and the most that we can expect of the future is that we shall gradually grow more tolerant, and kindly, and wiser as well."

The point was clinched by Paul C. Martin, of Springfield, Ohio, who recalled that "In a small Irish village many years ago the council passed a resolution to this effect: 'Resolved that in this village we build a new jail; resolved that we build the new jail out of the materials of the old one; and be it further resolved that we use the old one until the new one is finished.' That," he concluded, "is a picture of what we attempt in an effort to reach international understanding, using the old materials of human nature, of racial difference, of national tendencies in the building of our new world, and we must live in the old one until the new one is finished."

### Like Charity

As this rebuilding of the social structure of the world slowly proceeds it must always be remembered, Director-elect Felipe Silva, of Cienfuegos, Cuba, and Past President Clinton P. Anderson, of Albuquerque, N. M., effectively pointed out, that it starts very much like charity—at home, with the individual.

The latter speaker testified that he had received his first effective inoculation of the Rotary idea in the Rotary Convention held in Atlantic City in 1920—a point of which Atlantic City Rotarians took note. It is a matter of some pride with them that, not counting the organization meeting of 1910, Atlantic City is the only city to have twice entertained Rotary International. Perhaps that accounts for their zeal and enterprise in making the 27th Rotary reunion a success.

Every man of the 110 Atlantic City Rotarians has for the five days just past put in unconscionably long hours of service.

Under the able direction of Local Convention Chairman Ed. Dreher, with the counsel of Convention Chairman Al. McKeown, of Detroit, District Governor Henry N. Schramm, Convention Manager Howard H. Feighner, and Club President William J. Wilson, they have deployed over the whole complex field of Convention organization.

Philadelphia Rotarians, eager to help where they could, generously aided in

operating the House of Friendship—the central lounge—in the Convention Hall. Some 60 Boy Scouts helped in countless ways; but Atlantic City Rotarians did the rest.

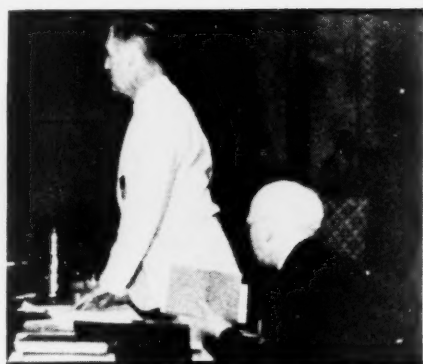
### Persuasive

Their persuasiveness accounted for a general clean-up campaign in the city last week.

They arranged for stenographers to aid in registration. They decorated the mammoth auditorium with evergreens, plants, and flowers so profusely as to throw Seattle Rotarians into nostalgic reminiscences of *their* House of Friendship at the 1932 Convention. They set up and manned a bewildering array of booths, including a "Lost and Found" of which it was reported that it could recover anything lost but hours of sleep.



*As Will Manier arrives in Atlantic City, a Texan crowns him with a 10-gallon sombrero. . . . (Next page) Ray Knoeppel, of New York, and Edwin Robinson, of Sheffield, England, as the photographer asked them to look serious. . . . Past President I. B. Sutton, of Tampico, Mexico, with Mrs. Tsunekichi Asabuki and daughter, of Tokyo, and Past Director Charles L. Wheeler, shipping man of San Francisco, Calif. Charming Mrs. Asabuki is a former ladies' tennis champion of Japan.*



*The Council on Legislation (extreme left) listens to Chairman Almon Roth, Past President of Rotary International, of Palo Alto, Calif., while Secretary Chesley R. Perry looks on.*

Private "courtesy cars" in profusion met incoming trains and planes. When motorists were pouring into the city, Boy Scouts were stationed at all crossroads to escort befuddled motorists directly to their hotels, after which the boys were transported again to their posts to repeat the service time and again.

### Flags . . . Wheel

Merchants throughout the city were lavish in their decorations—non-Rotarians as well as Rotarians, and every lamp post along the Boardwalk held its quota of flags. Where the Walk broadens to become an arc jutting over the beach, directly in front of the auditorium, flags of all nations were arranged in a design climaxed by a mammoth Rotary wheel illuminated by 486—according to Convention Manager Howard Feighner's count—electric lights.

The proficiency of Atlantic City in decorating streets and highways, received unexpected tribute from a bronzed Texas

Rotarian. Be it known that while Rotary was conventioning in Atlantic City, one of the major American political parties was doing the same thing in Philadelphia, 60 miles away, a fact not overlooked in that city. Our Texas Rotarian—or maybe he was from Oklahoma—got out of his car in the City of Brotherly Love, was directed to the Atlantic City pike by a policeman, when the array of bunting and flags caught his eye.

"Wa-all," he is reported to have declared, "you sure decorate a heck of a way out for us Rotarians!"

Several information booths were set up at strategic spots throughout the Convention Hall. To one dispensing information about sports, a Cuban Rotarian came with a question of which the non-Spanish speaking attendants could understand not a syllable. An interpreter was called into action, who explained that the visitor wanted to know whether Atlantic City had a nautical club.

"A what?" Leonard Algar, Chairman of the Sports Committee asked.

"A nautical club."

The darkness deepened to stygian. Light came only when, after many explanations relayed through the inter-

preter, it became known the questioner was Dr. René Acevedo Laborde, President of the Havana Nautical Club, and what he inquired about is what hereabouts is termed a yachting club. The Atlantic City Tuna Club filled the bill precisely.

Capaciousness of the Convention Hall gave the Secretariat of Rotary International, *THE ROTARIAN*, and its Spanish edition, *REVISTA ROTARIA*, and the Rotary Foundation an exceptional opportunity to make contact with crowds of Rotarians that streamed by. Hundreds made it a point to look up the men with whom they had had correspondence at Chicago. Many new Club officers here learned of the numerous services available to them. And as for the activity of staff members on duty here, it sufficeth to note that one having the spirit of true scientific inquiry carried a pedometer and calculated that his daily mileage ranged from 10<sup>1</sup>/<sub>4</sub> to 14<sup>1</sup>/<sub>2</sub>.

### Buck Hill Falls

Strictly speaking, not a part of the annual Rotary Convention, and yet always associated with it because it is held the week prior, is the annual International Assembly. This year it met at the cobblestone Inn at Buck Hill Falls, bowered deep in the green Pocono Mountains of northeast Pennsylvania. It was attended by incoming District Governors from all parts of the Rotary world, officers, and others.

The week was given over to a closely integrated program of addresses on the

Photo: (left) Harris & Ewing





ideology and activities of Rotary, with ample time to thresh out problems of Club administration in informal discussion groups. A unique feature of this year's Assembly was the Monday evening fellowship dinner, tables being named for various countries with a national as host.

A special train brought the "Assembly crowd" to Atlantic City on Saturday, preceding the Convention. They were

tional: Association for Britain and Ireland—was represented at Atlantic City by the largest delegation in its history at a Convention in America. The figure runs well over 200, whereas the highest previous record was approximately 160, set way back in 1928 at Minneapolis. Fred W. Gray, new member of the Board of Directors of Rotary International, was chairman of the committee that was successful in attaining the



Photo: Central Studios

*Past Presidents looking on at the opening session: (left to right) I. B. Sutton, Crawford C. McCullough, Arthur H. Sapp, Clinton P. Anderson, Arch C. Klumph, Sydney W. Pascall, M. Eugene Newsom, and Russell F. Greiner.*

met at the station by a large delegation of Atlantic City Rotarians, a band, and a group of Texas Rotarians who promptly displaced "Bill" Manier's straw hat with one of the ten-gallon sombreros that always identify Lone Star Rotarians at Rotary conventions.

### Europe in '37

"Somewhere in France" is an address many readers of these lines will remember. The phrase has been recalled these past few days when word was passed out that instead of holding the 1937 Convention of Rotary International in London, as had been planned, it would be "somewhere" in Europe.

Coronation ceremonies for Edward VIII will tax all facilities in London for housing visitors at the time Rotary's gathering had been tentatively scheduled, so acting on advices from the London Hotel Association, the London arrangements have been cancelled. Former Director Wilfrid Andrews, of Sittingbourne, England, was dispatched from the Assembly at Buck Hill Falls to investigate possibilities of holding next year's Convention at Amsterdam, The Netherlands; Lucerne, Switzerland; or Nice, France.

R. I. B. I.—which is Rotary Interna-

new and praiseworthy attendance mark.

During the Convention, Pat Montford, newspaper publisher from Dublin, Ireland, presented a letter from President Eamon De Valera of the Irish Free State, inviting Rotary to convene in that country. And Governor Tsunekicho Asabuki, of Tokyo, expressed the hopes of Japanese Rotarians that it will be possible to hold the 1941 Convention of Rotary International in his homeland.

### Business

Always, at Rotary conventions, there is some business to transact, even though it be no more than receiving reports from the President, Secretary, and Treasurer. This year was no exception. The state of Rotary is, as reports from President Ed. R. Johnson, Secretary Chesley R. Perry, and Treasurer Rufus Chapin, indicated, excellent. Confirmation of that is provided by the fact that the last official act of Ed. R. Johnson's administration was to be the inauguration of Rotary Club No. 4,000 at Hanover, Md., in company with the newly elected Director Harrison Howe, of Washington, D. C., (pictures of 1936-37 officers, page 42 *et seq.*) who during the last year has been Governor of the 34th District in which Hanover is located.

### Legislation

The Council on Legislation, inaugurated at the Detroit Convention in 1934, swung into perfected operation this year. It is a relatively small body—128 members, of which 70 are from outside the United States—which discusses Resolutions and Enactments offered by Rotary Clubs, Districts, and the Board of Directors, and makes recommendations to the Convention, which is the legislative body of Rotary.

Voting on the recommendations of the Council on Legislation occupied a large part of the Thursday morning plenary session. Many of the proposed Enactments called merely for clarification or restatement of existing legislation. On these, there was little or no discussion. Following an explanation of each by Chairman Almon E. Roth, former President of Rotary International, the voting delegates in every case voted in accordance with the recommendations of the Council on Legislation.

Approval was given to experiment with Rotary "Outposts" for business and professional men in communities unable to have Rotary Clubs. Reports on this venture in extending Rotary influence will be given at the 1937 Convention.

Another proposed Resolution bespoke support for the aims of the International Auxiliary Language Association. It was amended to state that Rotary "expresses interest" in the movement.

One proposed resolution brought out considerable studied discussion. It (No. 36-16) was "To request the Board of Rotary International to redefine its conception of service and activities in International Service, (the Council amended to read,) . . . the Board of Directors of Rotary International be asked, for the better guidance of Rotarians throughout the world, to redefine its conception of the international service Rotary is able to undertake and if possible provide a scheme for international activity to which all Rotary Clubs could contribute."

Objection to the proposal was based on the possible danger of international complications resulting from binding Rotary as a whole to any international plan. After lively debate by delegates from several countries, the matter was voted laid on the table.

### No Society Section

Social news of the Convention was sprinkled here and there in the *Official Daily Bulletin*; it might well have had a full-fledged supplement. The Sunday evening before the Convention opened



"Candid Camera" photos: Harvey C. Framoria

*Candidly recorded on the rostrum at Atlantic City: (left to right) Governor-elect Franz Schneiderhan, Salzburg, Austria; First Vice-President-elect Hugo Prager, Zurich, Switzerland; Director-elect Felipe Silva, Cienfuegos, Cuba; Newspaperman Patrick Thomas Montford, Dublin, Ireland; Past Director Walter D. Head, Montclair, N. J.*

officially saw the Auditorium filled for a concert of the Madrigal Singers of Philadelphia, whose intuitive understanding of the music this audience desired, was rewarded by a roar of applause when they swung into a stirring interpretation of *Dixie*.

Monday night was dedicated to international fellowship, and the mammoth Steel Pier swarmed with Rotary parties. Their feet were as quickly responsive to strains from Hawaiian guitars as their hands were to the exhibitions of high diving and surf-boarding.

Seventy-two percent of the Rotarians registered brought wives, seven percent brought children. Many women attended Convention sessions, but for their special entertainment were arranged a style show, and a musicale by 12 harpists which included a recital by Cornelia Otis Skinner. Sons and daughters were informally organized under the direction of M. Eugene Newsom, Jr., of Durham, N. C., son of a Past President of Rotary, and *charmante* Aileen Harris of Washington, D. C., whose father George W. Harris has not missed a Rotary convention in 24 years. Evening hours, between scheduled affairs, were chinked full for everybody with dinners for groups coalescing because they hail from the same District, went to some Convention on the same boat, or without any reason save a desire to burnish old friendships and to form new ones.

## Thrills, No Spills

A regulation-size ice rink with real ice occupied the center of the main hall of the Convention Building. A suitable layer of ice was formed and then a huge Rotary wheel in blue and gold was painted on the surface, after which a protective layer of ice was added. The rink was in use for rehearsals every day of the week, but on Thursday night an ice carnival banked the arena high with enthusiastic spectators. Notable skaters, to whom figure-eights and grapevines and writing one's name on ice are as nothing, were on hand to give thrilling exhibitions of fancy skating.

The President's Ball, on Wednesday evening, led by President and Mrs. Ed. R. Johnson, climaxed the week, socially. The ballroom, which had housed plenary sessions, was cleared of chairs and brilliantly decorated. And as strains of *Home Sweet Home* died away, many expressed the belief that the 1936 version of the President's Ball not only had come up to its traditional impressiveness, but had added an increment of special beauty.

## After All—

It was, in short, a complete convention—even to the weather. The first two days were dazzlingly bright, luring crowds to vendors of sunglasses—and then to the Boardwalk for promenades

and the beaches for a dip. And at night, until the puny hours, Boardwalk planks resounded to the mellow sound of rubber-tired rolling chairs and the pat pat of broad leather soles and high heels striding along under a fairy's fingernail moon.

Then, assured that everyone had seen Atlantic City at its best, the weatherman ordered rain to jostle the crowds indoors to the closer intimacies of hotel lounges and the House of Friendship's invitingly modern chairs and love seats.

But even as late as the hour this is written, there are those whose sunburned shoulders put them in the company of the sophisticates who in the ancient custom of blackslapping see no good.

## Seven Points to Stress

[Continued from page 5]

Service let us arrange an interchange of Rotary speakers between nations and let us promote institutes of international relations in order that we may encourage and foster the advancement of that international understanding which is the necessary predicate for international goodwill, and which, in turn, is the only sure basis for world peace.

Seventh, let's make a real effort to develop the Rotary Foundation as a means of perpetuating the ideal of service. Rotary's means are great but its opportunities and needs are constantly expanding.

*And these speakers: (left to right) Governors-elect Georges R. Lefort, Saint-Brieuc, France, and T. R. Olsen, Stavanger, Norway; Past President Crawford C. McCullough, Ft. William, Ont., Canada; Director José Carles, Barcelona, Spain; and Rufus F. Chapin, Chicago, Ill., long-time Treasurer, who said when elected: "In again, out again, Chapin."*





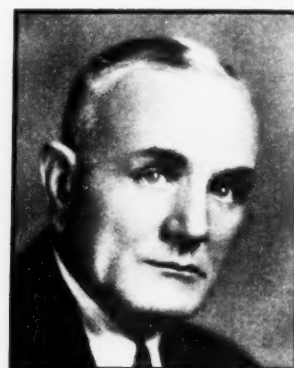
WILL R. MANIER, JR.  
Nashville, Tenn., U.S.A.  
*President*



HUGO E. PRAGER  
Zurich, Switzerland  
*First Vice-President*



CECIL RAE  
Ipoh, Federated Malay States  
*Second Vice-President*



O. B. SELLERS  
Ft. Worth, Texas, U.S.A.  
*Third Vice-President*



WILLIAM J. CAIRNS  
Toronto, Canada  
*Director*



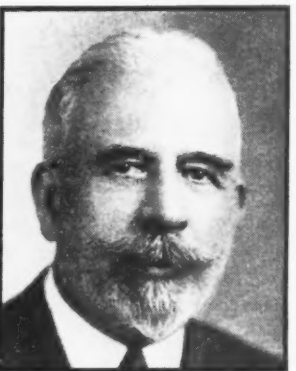
JAMES G. CARD  
Cleveland, Ohio, U.S.A.  
*Director*



FRED COULSON  
Abilene, Kansas, U.S.A.  
*Director*



FRED W. GRAY  
Nottingham, England  
*Director*



HARRISON E. HOWE  
Washington, D. C., U.S.A.  
*Director*



ED. R. JOHNSON  
Roanoke, Virginia, U.S.A.  
*Director*



ALFRED H. McKEOWN  
Detroit, Michigan, U.S.A.  
*Director*



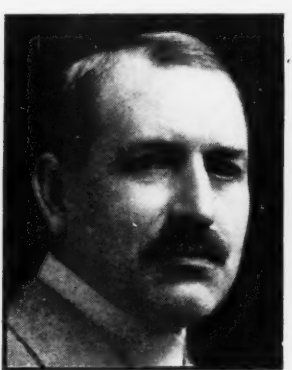
CLARE MARTIN  
Cairo, Egypt  
*Director*



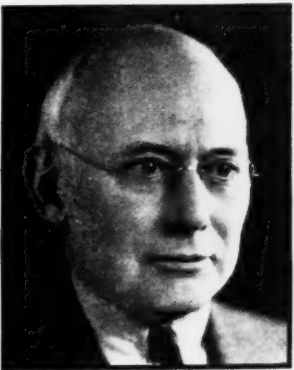
KAREL NEUWIRT  
Brno, Czechoslovakia  
*Director*



FELIPE SILVA  
Cienfuegos, Cuba  
*Director*



RUFUS F. CHAPIN  
Chicago, Illinois, U.S.A.  
*Treasurer*



CHESLEY R. PERRY  
Chicago, Illinois, U.S.A.  
*Secretary*

## The New Officers of Rotary International



# Spray from the Boardwalk

"THE ROTARIAN" BOOTH,  
CONVENTION HALL, JUNE 25.

**R**OTARY has two one-and-onlies: CHESLEY R. PERRY, Secretary since the National Association of Rotary Clubs was started in 1910, and GEORGE W. HARRIS, Washington, D. C., photographer, who has been Sergeant-at-Arms of the International Assemblies since Assemblies began.

COL. C. SEYMOUR BULLOCK, incoming Governor of District 20 (Indiana), likes to joke, can laugh easily at jokes on himself. His top whoop of the Convention came when SONG LEADER WALTER JENKINS referred to his "egg-shell pompadour." COLONEL BULLOCK's most prized pocketpiece is a miniature, original 1864 tintype of President Lincoln and Vice President Johnson.

Building is booming in England. "I had seven jobs to start when I left—and don't know where I shall get the skilled tradesmen to do them unless I draft them from other jobs," says R. A. BERKELEY, Chairman of District 10, R.I.B.I., a building contractor. He hails from Cirencester, which was England's second city far back in Roman days.

"My grouse," smilingly says the REVEREND GWILYM WILLIAMS, of Bangor, South Wales, Chairman of District 8, R.I.B.I., "is that we go through New York twice and don't have time really to see it. I'll hope to come back and stay longer."

This is the first Convention for SYDNEY W. PASCALL, of London, since Seattle (1932), when he was President of Rotary International. His daughter JOAN, who there made many friends, is to be married in September.

Story-telling, pipe-puffing INGLIS ROBERTSON, of North Sydney, Australia, reads short stories in American magazines—when he comes to America. "I was here last 20 years ago," he says, "and am impressed by the different type of stories in American magazines. Then they played about

slick tricks over competitors in business. Now somehow they develop themes leading one to believe there is a more merciful spirit in American business. I wouldn't say that this is because Rotary had been preaching service for 20 or more years, but there seems to be a connection. The old tooth, nail, claw type of business seems to be disappearing. I notice a change in business ethics, a doing away with old mistrusts—and that's my biggest 'kick' out of this trip." His District, incidentally, is 3,000 miles long and 800 miles wide.

The same day and hour GEORGE O. SPENCER of Moncton, New Brunswick, Canada, was being nominated by District 32 for Governor, his wife was being elected President of the National Council of Women of Canada at a convention in Halifax.

FORMER DISTRICT GOVERNOR CLAYTON RAND, of Gulpport, Miss., dropped in on the Assembly at Buck Hill Falls, for a "look-see." Thereafter he journeyed to Poland Springs, Maine, where the National Editorial Association made him its President. CHARLES M. MEREDITH, of Quakertown, Pa., a former President of NEA, was among those present at the Convention.

TOM YOUNG is no doubt, Royalty excepted, Britain's most eligible bachelor... as debonair as ever, gracing his post as Voluntary Aide to

the President of Rotary International, unbowed by the fact that the R.I.B.I. Conference—of which he was Committee Chairman-in-Charge—at Blackpool, England, was attended by 4,600 people though but 3,000 had been expected. The previous attendance high was 2,900.

Startling Statistics Dept.: "From the center of my country, we're not more than two hours by rail from frontiers on all sides."—JAN KLOPPER, The Hague, The Netherlands. . . . Outgoing DISTRICT GOVERNOR GEORGE MACCLELLAN of Santa Barbara, Calif., traveled almost 50,000



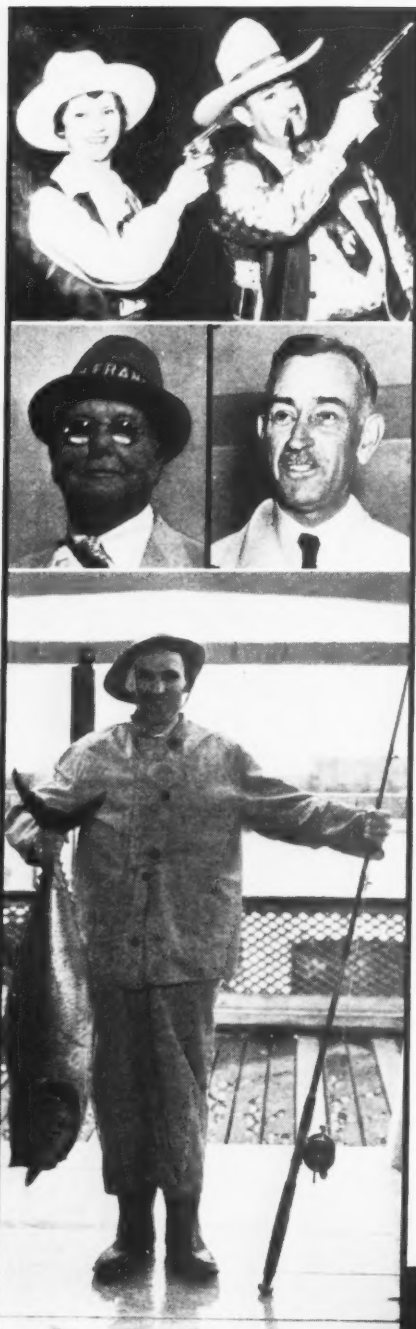
District Governor Arthur L. Bolton and daughter, Mamie (top), of Bendigo, Australia, caught by the camera as they strolled on the Boardwalk, with all a popular diversion.

A popular pair—the two tots shown above won their share of attention.

Bridge experts from three corners of the globe vying for honors at the International Assembly. Left to right: Mrs. Cecial Rae, Ipoh, Federated Malay States; Past President Clinton P. Anderson, Albuquerque, N. M.; Incoming Director Cecil Rae; Past Director William de Cock Buning, of The Hague, The Netherlands.

Photos: (below) Harris & Ewing; (right) Press Union





Two colorful figures on the Boardwalk—Rotarian and Mrs. J. B. Slaughter, from Post, Texas (top). Below them are Granville L. Savage, 82, of San Francisco, who flew to the Convention; and J. E. Fitzwilson, New Orleans, La., permanent secretary of the first Rotary Convention—Chicago, 1910. District Governor "Uppy" Upshaw, Great Falls, Mont., and his 40-pound Tuna, caught on an Atlantic City Tuna Club expedition 20 miles offshore.

Right: A cheerful group of Massachusetts folk.



miles in visiting the 169 clubs in District 2 last year. This District has 9,000 Rotarians—five percent of the world's total. . . . The three classifications that have the largest representation among the 1936-7 Governors are: education, medicine, and law, respectively.

Overheard: "We're always inclined to think the foreigner is a fellow with horns much longer than our own," comments CHARLES W. PENDOCK, of West Allis, Wis., to KENNETH YOUNG, of Cape Town, South Africa, "but when we meet him and know him we find that isn't true. He's a jolly good fellow."

The only Rotarian to make a hole-in-one at the Country Club of Atlantic City during Convention week was WALTER L. PLITT of York, Pa. This miracle took place on the 4th hole, where par is 3.

The Rotary Club of Long Beach, Calif., presented a gavel in 1920 to the Club at Santa Ana, Calif. Since that time the gavel has been used at ten International Conventions, and has called to order Clubs in 50 cities, many in lands outside the Americas—in Australia, Japan, China, Egypt, Italy, and Czechoslovakia, among others. The gavel was brought to the Convention by GUY J. GILBERT of the Santa Ana Rotary Club.

Station WPG is broadcasting much of the Convention program through the CBS hook-up. This station is frequently heard in the antipodes. Is any Rotarian out there listening?

One of the most popular meeting places here for group assemblies is the basement room of a hotel, where one can glance to the ceiling, which is the glass bottom of a fountain, and see gold fish cavorting about.

"I have no question. I just stopped to tell you how I appreciate the fine services to everybody at this information booth. I've been watching."—A Dutch Rotarian to an information booth attendant.

Two miniature Niagara Falls made of flowing bubbles are features of the House of Friendship. A special apparatus utilizes a small quantity of soap flakes, a pail of warm water, and by

Photos: (left) Fred Hess & Son; (above, center at right) Central Studios

eration the frothy bubbles are created continuously. . . . Maybe it was the Niagara part—not the soapsuds—that brought honeymooning MR. AND MRS. JOHN H. ALFMAN, of Doylestown, Pa., to the Convention.

It's hot on the Boardwalk—and a sign in a clothing store reads "Coats, ½ off."

FRED W. GRAY, of Nottingham, England, new Director of Rotary International, is Convention pianist. SONG LEADER WALTER JENKINS opened with *Let Me Call You Sweetheart*. His first beat was done spread-eagle style—and toppled a microphone behind him. . . . A new Rotary song that is a "hit" here and also was at the Assembly is *Vive La Rotary*, words by INCOMING DISTRICT GOVERNOR MORTON HULL, of Holyoke, Mass. It's sung to the tune of *Viva La Compagnie*, the chorus runs like this:

*Vive La, Vive La, Rotary!*

*Vive La, Vive La, Rotary!*

*Truth is our right, love is our might,*

*Vive La Rotary!*

"BIL" RICHARDSON is probably the only man in Rotary with the classification of "archivist"—and "Bil" for a nickname. He lives at Jersey City, N. J., and because of historical researches he long has carried on he has won a wide reputation as a delver in forgotten archives.

HARRY M. AYERS, of Anniston, Ala., newspaperman and incoming District Governor, won his wife on the flip of a coin. At least the flip had much to do with the matter. He and another Anniston Rotarian were the only men in the Club having closed cars, a few years ago, so they tossed a coin to see which one would drive 12 miles to bring three young ladies from "up nawth" for a Rotary program. HARRY lost—but he met the girl who now is his wife. "And it's the best thing I ever got out of Rotary," he says.

Flyers: ING. D. FERNANDO CARBAJAL, of Lima, Peru, came by commercial plane in four and a half days, stopping nights at Guayaquil, Ecuador; Cristobal, Panama; Kingston, Jamaica; Havana, Cuba; thence to New York via Miami. . . . LEO A. SALKOWSKI, President of the Rotary Club of Kewaunee, Wis., flew his own plane

in, alone. . . . DR. AND MRS. A. L. HAIGHT, of Crystal Falls, Mich., came in his Stinson 4-seater, the jaunt requiring just eight hours and 40 minutes. He also flew to the Mexico City Convention last year in less than 20 hours. He became interested in aviation just after the war when he purchased an old Canadian war plane, and since has rolled up some 1,500 hours. . . . PAUL P. LYON, civil engineer, of Bradford, Pa., stopped long enough on his way to Atlantic City to take his mother-in-law, Mrs. WINFIELD S. BONHAM, now 83, for a hop in the general direction of the stratosphere. Rotarian Lyon's hobby is flying. Three years ago, when past 60 years old, he joined a glider club in Bradford, just to get the feel of the "stick." He has had an amateur pilot's license for the past two years, and but recently was granted by the United States Department of Commerce a private pilot's license which permits him to carry passengers among whom have been, aside from Mrs. Bonham, his son, grandson, and pastor. He is known in the aeronautic fraternity as the flying grandfather.

Forty-one Rotarians on the R.M.S. *Queen Mary* organized an unofficial Rotary Club with SYDNEY W. PASCALL, of London, England, as Acting President. COMMODORE SIR EDGAR BRITTON was elected an honorary member. JOHN BEHARRILL, of West Ham, England, provided a minute book and kept the records of the meeting. FRANK LOVE, of the London Rotary Club, presented a brass bell for use in calling future gatherings to order. Rotarian passengers on the *Queen Mary* are invited to get in touch immediately on embarkation with ROTARIAN E. SLYMOUR-BELL of the Manchester, England, Club, who is on the ship's staff.

*Quotable quotes:* Man craves security but often cultivates traits which nationally weaken it. . . . We cannot expect a nation to conform to principles of good neighborliness other than those submitted to by its people.—CRAWFORD C. McCULLOUGH, Ft. William, Ont., Canada.

It was in Vocational Service that Rotary first established its reputation.—WALTER D. HEAD, Montclair, N. J.

The Aims and Objects Plan of Rotary will not flower in the cold print of Rotary literature; it needs individual acceptance and response.—ROBERT F. PHILLIPS, Asheville, N. C.

The success of a newspaper is in direct proportion to the service it renders its community. Thus it exemplifies perfectly the Rotary motto.—CLINTON F. KARSTADT, Beloit, Wis.

Attendance is extremely important, although it may not be the most important thing in Rotary.—FELIPE SILVA, Cienfuegos, Cuba.

Rotary is not only a condition of mind, but also a state of action.—W. W. EMERSON, Winnipeg, Canada.

—THE MAN WITH THE SCRATCHPAD,

*Nothing, Convention-goers found, elicits one's holiday spirit more quickly than a stroll on the Boardwalk, itself a perpetual festival. Tips dropped in the dragon's mouth (top) fall at the feet of an artist who will sketch your picture. Nearly everyone went for a ride in the rolling chairs. This Rotary trio (center) is typical. And all ambled about at one time or another on the famous oblique planks.*



Photo: (center) Macnab Studio



# Meet Your New District Governor!

**T**HESE "key men" of Rotary for 1936-37 were elected District Governors at the Twenty-seventh Annual Convention of Rotary International held at Atlantic City, New Jersey, June 22 to 26. . . . As Rotary has grown to its all-time peak of some 4,000 Clubs and more than 171,000

Rotarians, there has been a need for a division of the increased responsibilities of District Governors. Eleven new Districts (81 to 91 inclusive) have been created during the year. What will the next year bring? The answer is to a large degree in the hands of these Rotary leaders.

Snow



DISTRICT 1  
CHARLES A. MOWRY  
SPOKANE, WASH.



DISTRICT 2  
MARSHALL DE MOTTE  
CORNING, CALIF.



DISTRICT 3  
HARRY S. MAZAL  
MEXICO CITY, MEXICO



DISTRICT 4  
CHARLES R. SAYER  
WINNIPEG, MANITOBA, CANADA



DISTRICT 5  
JOHN H. CROMWELL  
GOODING, IDAHO



DISTRICT 6  
L. W. UPSHAW  
GREAT FALLS, MONT.



DISTRICT 7  
ROY J. WEAVER  
PUEBLO, COLORADO



DISTRICT 8  
KARL MILLER  
DODGE CITY, KANSAS



DISTRICT 9  
CARL ZAPFFE  
BRainerd, MINN.



DISTRICT 10  
CHARLES M. HUMPHREY, SR.  
IRONWOOD, MICHIGAN



DISTRICT 11  
ALBERT C. FULLER  
CEDAR FALLS, IOWA



DISTRICT 12  
ROY S. JOHNSON  
NEWKIRK, OKLAHOMA



DISTRICT 13  
CHARLES W. PENDOCK  
WEST ALLIS, WIS.



DISTRICT 14  
LESTER B. WIKOFF  
LEXINGTON, MO.



DISTRICT 15  
WALTER C. HICKMON  
FORT SMITH, ARK.



DISTRICT 16  
HARRY L. MARTIN  
SENATOBIA, MISS.



DISTRICT 17  
JAMES M. COBB  
MONROE, LOUISIANA



DISTRICT 18  
THOMAS B. TALBOT  
DANVILLE, KENTUCKY



DISTRICT 19  
LEROY D. PHELAN  
ABERDEEN, S. DAK.



DISTRICT 20  
C. SEYMOUR BULLOCK  
SOUTH BEND, IND.



DISTRICT 21  
DILLON CRIST  
ALLIANCE, OHIO



DISTRICT 22  
THOMAS J. SUMMERS  
MARIETTA, OHIO



DISTRICT 23  
GEORGE R. AVERILL  
BIRMINGHAM, MICH.



DISTRICT 24  
A. U. TIECHE  
BECKLEY, W. VA.



DISTRICT 25  
HORACIO NAVARRETE  
HAVANA, CUBA



DISTRICT 26  
HARRY M. AYERS  
ANNISTON, ALABAMA



DISTRICT 27  
GEORGE A. BARBER  
BATAVIA, NEW YORK



DISTRICT 28  
LELAND P. HAMILTON  
ONEONTA, NEW YORK



DISTRICT 29  
GEORGE D. RYDER  
COBLESKILL, N. Y.



DISTRICT 30  
MORTON HULL  
HOLYOKE, MASS.



DISTRICT 31  
G. ADELBERT EMARD  
MANSFIELD, MASS.



DISTRICT 32  
GEORGE O. SPENCER  
MONCTON, N.B., CAN.



DISTRICT 33  
JOHN M. PFEIL  
SWISSVALE, PA.



DISTRICT 34  
WARD O. WILSON  
CLEARFIELD, PA.



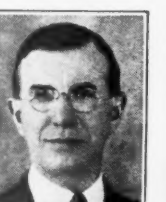
DISTRICT 35  
FRANK C. BARNES  
MANISTEE, MICHIGAN



DISTRICT 36  
HAROLD E. WETTYEN  
PATERSON, N. J.



DISTRICT 37  
EDWARD H. MASON  
RANDOLPH, VERMONT



DISTRICT 38  
E. CURTIS MATTHEWS  
PORTSMOUTH, N. H.



DISTRICT 39  
MILLARD DAVIDSON  
MARIANNA, FLORIDA



DISTRICT 40  
JOHN A. MAYHEW  
KANKAKEE, ILLINOIS



DISTRICT 41  
FRED ALLEN WEMPLE  
MIDLAND, TEXAS



DISTRICT 42  
JAMES F. ZIMMERMAN  
ALBUQUERQUE, N. M.

Bachrach

Busatt



DISTRICT 43  
SPENCER KIMBALL  
SAFFORD, ARIZONA



DISTRICT 44  
RAY GRAHAM  
MASON CITY, ILLINOIS



DISTRICT 45  
EDWIN N. JACQUIN  
CHAMPAIGN, ILLINOIS



DISTRICT 46  
GUIDO CARLO  
VISCONTI DI MODRONE  
FLORENCE, ITALY



DISTRICT 47  
LEWIS E. BALL  
HUNTSVILLE, TEXAS



DISTRICT 48  
L. CLARE CARGILE  
TEXARKANA, TEXAS



DISTRICT 49  
GEORGES A. LEFORT  
SAINT-BRIEUC,  
FRANCE



DISTRICT 50  
GEORGE E. BROWN  
OCEAN CITY, N. J.



DISTRICT 51  
PAUL E. WITMEYER  
SHAMOKIN, PA.



DISTRICT 52  
CLARENCE P. DANIEL  
BRISTOL, VA.-TENN.



DISTRICT 53  
WILLIAM THOMAS  
TIMARU, N. ZEALAND



DISTRICT 54  
BIXIO BOSSI  
LUGANO,  
SWITZERLAND



DISTRICT 55  
RICHARD A. CURRIE  
JOHANNESBURG,  
SO. AFRICA



DISTRICT 56  
WILLIAM A. LUKE, JR.  
COVINGTON, VIRGINIA



DISTRICT 57  
EDMUND H. HARDING  
WASHINGTON, N. C.



DISTRICT 58  
SAMUEL S. EARLE  
ANDERSON, S. C.



DISTRICT 59  
JAN KLOPPER  
THE HAGUE  
THE NETHERLANDS



DISTRICT 60  
EDUARDO DE CASTRO  
MADRID, SPAIN



DISTRICT 61  
CAMILLE DEBERGHE  
LA LOUVIERE,  
BELGIUM



DISTRICT 62  
JOHN BRUNNER  
MARKED TREE, ARK.



DISTRICT 63  
RICARDO CALATRONI  
ROSARIO, ARGENTINA



DISTRICT 64  
JUAN MANUEL VALLE  
VALPARAISO, CHILE



DISTRICT 65  
ARTHUR L. BOLTON  
BENDIGO, AUSTRALIA



DISTRICT 66  
FERDINAND HYZA  
PRAGUE,  
CZECHOSLOVAKIA



DISTRICT 67  
T. R. OLSEN  
STAVANGER, NORWAY



DISTRICT 68  
MIGUEL DE POMBO  
CARTAGENA,  
COLOMBIA



DISTRICT 69  
JOEL C. HARRIS, JR.  
ATLANTA, GEORGIA



DISTRICT 70  
BARON SHOSUKE SATO  
SAPPORO, JAPAN



DISTRICT 71  
JOSE PICASSO PERATA  
ICA, PERU



DISTRICT 72  
CARLOS DA COSTA  
RIBEIRO  
FORTALEZA, BRAZIL



DISTRICT 73  
FRANZ  
SCHNEIDERHAN  
SALZBURG, AUSTRIA



DISTRICT 74  
DANIEL M. MOLLOY  
SAN JOSE, COSTA RICA



DISTRICT 75  
ERNST J. IPSEN  
COPENHAGEN,  
DENMARK



DISTRICT 76  
JAMES INGLIS  
ROBERTSON  
N. SYDNEY, AUSTRALIA



DISTRICT 77  
VLADIMIR BELAJIC  
NOVI SAD,  
YUGOSLAVIA



DISTRICT 78  
CARL HARALD TROLLE  
KALMAR, SWEDEN



DISTRICT 79  
PIETER VAN HULSTIJN  
BUITENZORG, JAVA  
NETHERLANDS INDIES



DISTRICT 80  
PRINCE PURACHATRA  
SINGAPORE,  
STRAITS SETTLEMENTS



DISTRICT 81  
CHENGTING T. WANG  
SHANGHAI, CHINA



DISTRICT 82  
BELA VON ENTZ  
PECS, HUNGARY



DISTRICT 83  
CLARE MARTIN  
CAIRO, EGYPT



DISTRICT 84  
CHRISTIAN  
PENNESCU-KERTSCH  
BUCHAREST, RUMANIA



DISTRICT 85  
JERZY LOTH  
WARSAW, POLAND



DISTRICT 86  
ALMAZOR URETA  
SANTIAGO, CHILE



DISTRICT 87  
RICARDO  
NEUENBORN C.  
CONCEPCION, CHILE



DISTRICT 88  
MIGUEL ANTONIO  
ATUESTA  
BOGOTA, COLOMBIA



DISTRICT 89  
P. E. JAMES  
MADRAS, INDIA

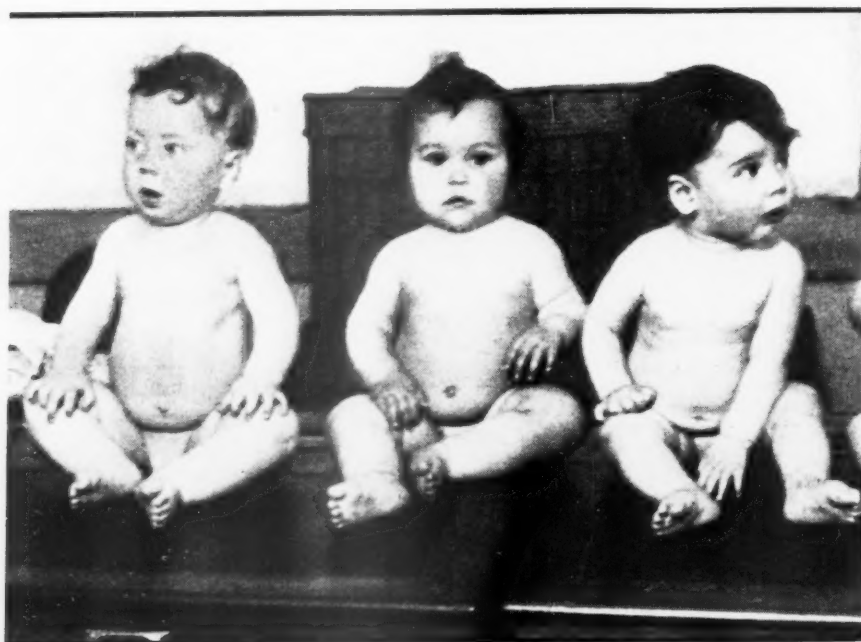


DISTRICT 90  
ANDRE PONS  
MAZANET, FRANCE



DISTRICT 91  
AUGUSTE JEAN  
RENAUD  
MARSEILLE, FRANCE

Photo  
unavailable  
at press time.



*These are prize winners in a contest for healthy babies, sponsored by the Rotary Club of Porto, Portugal.*

## Rotary Around the World

*These brief news notes mirror the varied activities of the Rotary movement. Contributions are welcomed.*

### Belgium

#### *For Art and Sentiment*

GHENT—Restoring St. Nicholas Church to its earlier splendor is one of the objects of the Rotary Club of Ghent. Three educational institutions in the city receive aid from the Club.

#### *Means and Morale for Polyglots*

CHARLEROI—Discovering the "Cercle Polyglotte" in their city to be performing an excellent service in encouraging the study of foreign languages, the Rotary Club of Charleroi decided to aid the group financially and spiritually.

### Czechoslovakia

#### *Camp and Cabin for Scouts*

PRAGUE—Sixty Boy Scouts owe the existence of their troop to the Rotary Club of Prague which organized it and continues to sponsor it. Summer holidays are provided for the troop, and a log cabin has been erected for it.

### Spain

#### *Insulin for a Sufferer*

MALAGA—Twelve bottles of insulin seemed a quite modest gift to the Rotary Club of Malaga but the recipient of that medicine, a poor person who needed it preliminary to an operation, found it the thing he needed most and could least afford to buy himself.

### Straits Settlements

#### *Food and Cash for Thousands*

SINGAPORE—More than 3,373 persons have been given direct aid by the unemployment fund of the Rotary Club of Singapore which has also distributed something over 15,000 caddies of rice and \$1,316 in cash.

### Switzerland

#### *Device Builds Club Spirit*

ZURICH—A simple but effective device of developing the Rotary spirit among members of the Rotary Club of Zurich is this: Each member

of the Club at one time or another invites three of his colleagues to his home for an informal evening. A committee sends out the invitations.

### Union of South Africa

#### *The Goal—£2,000 for Clinic*

PRETORIA, TRANSVAAL—Rotarians of Pretoria have a goal. In figures it is £2,000 (\$10,000). The sum stands for the realization of a dental clinic which could give attention to hundreds of poor children who are now unable to obtain aid from the present clinic. The Province has provided the site and £2,000, and the Pretoria Municipality has voted £1,500 provided the Rotary Club raises the needed balance, £2,000.

### Finland

#### *Give Help to Jobless Clerks*

TURKU-ABO—The sum of 3,000 Finnish marks was recently granted by the Rotary Club of Turku-Abo for the support of unemployed clerks.

### Japan

#### *Teachers Aid Poor Pupils*

OTARU—Four members of the Otaru Rotary Club who have been engaged as lecturers by a commercial school have turned over income derived from that source to a fund which will provide better food for poor school children.

### Morocco

#### *Buy Beauty and Blankets*

CASABLANCA—A partial report on last year's achievements of the Casablanca Rotary Club reveals these, among other things: 3,000 French francs donated to community beautification and relief of disaster sufferers; 6,100 francs for the purchase of beds and blankets for various orphanages.

### Portugal

#### *To Award Prize to Linguist*

PORTO—A prize award to that student of the University of Porto who excels in the study of the Italian language and literature has recently been announced.

#### *Interclub Visits*

Three interclub visits among Rotary Clubs in Portugal have already taken place and more are projected. Porto has visited Lisbon; Viseu has called on Porto; Porto has visited Viseu. These visits are hailed as a step toward the realization of a conference of Portuguese Rotary Clubs.

### Norway

#### *Famed Airman Attends Fête*

KRISTIANSAND—Bernt Balchen, famous American flyer who accompanied Admiral Richard E. Byrd of the United States on polar explorations, was a guest of the Rotary Club of Kristiansand at a Scout fest the Club held recently.

### Bulgaria

#### *For Weak Hearts a Clinic*

SOFIA—Learning from an address by the doctor member of their Club that heart diseases are increasing in the city, Sofia Rotarians recently established a heart clinic for the free examination and aid of sufferers.

*"Most interesting of the year's programs," agreed Omaha, Neb., Rotarians, when Rotary Honor Roll Boys entertained.*





## Yugoslavia

### Hot Meals for Hungry Scholars

PANČEVO—Five food dispensaries for under-nourished children are maintained in local schools by Pančevo Rotarians.

## France

### Rush Blankets to Flood Victims

PARIS—A hundred warm blankets were swiftly distributed among needy families in a flood-devastated region by Rotarians of Paris, recently.

### Attendance Trophy to Narbonne

NARBONNE—An attendance trophy is presented to that Rotary Club in the 49th District (France) having the highest attendance in each Rotary year. Rotarians of Narbonne now proudly hold this trophy.

## Australia

### Holiday at Seaside

BRISBANE—The Christmas season was an especially happy one for those under-privileged boys and girls who spent the holidays at a sea-side resort, a gift from Brisbane Rotarians.

## New Zealand

### Week End of Rotary and Recreation

Twice each year Rotarians of Auckland and Whangarei meet at some intermediate spot—this year it was Orewa—for two days of recreation and open forum discussion on Rotary problems. Sports of all sorts fill the day hours, and the business sessions occupy the evening periods. Present at such a forum held during the Spring were 45 Rotarians.

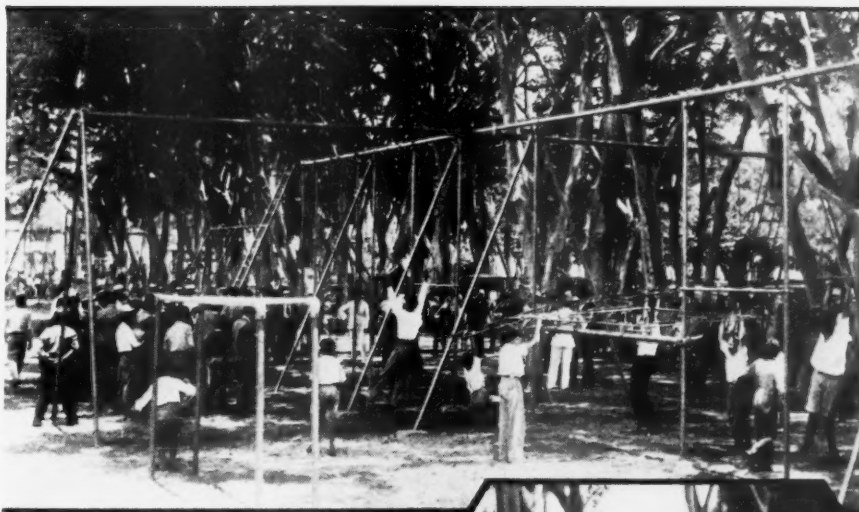


Photo: Thomas F. King

Paul Harris carved the first slice from the Buffalo, N.Y., Rotary Club's 300-pound Silver Anniversary cake, as Chesley R. Perry, International Secretary, and Foster Purmelee, outgoing Club President, looked on hungrily.

### Health Campers Welcome Benefactors

AUCKLAND—Delegates to the annual conference of Rotary Clubs in New Zealand last Spring paid a visit *en masse* to Motuihi Island on which is located a Rotary Health Camp for sick and crippled children. Welcomed by the young populace, they were then taken on a tour of the surroundings.



Rotarians of Lima, Peru, have given outdoor gymnastic equipment for poor children. Rotary's Founder, Paul Harris (right) inaugurated the playground on his recent visit there.

## England

### Callers Leave Food, Clothes

BLACKBURN—Personal visits on which food and clothing have been distributed to needy families in this industrial area, have been made recently by Blackburn Rotarians.

### Clothe and Shoe the Poor

SUTTON—A clothes and shoes club for poor people of this community has been organized and is supported by the Rotary Club of Sutton. A welfare institution is also given financial aid.

## Canada

### 222 Daughters Dine with Dads

TORONTO, ONT.—So fascinating sounded plans for the annual fathers' and daughters' day of the Toronto Rotary Club that 222 daughters and granddaughters of the members appeared for the luncheon and entertainment. There was a gift for each girl.

### Carnival Nets \$9,295 for Children

WESTMOUNT, QUE.—Pleasant to the members of the Rotary Club of Westmount was a recent report of the Club treasurer which announced that \$9,295 was to be handed to the Montreal Children's hospital, the sum having been raised in a Rotary carnival held last winter.

### The World as Youth Sees It

ST. JOHN, N. B.—Three boys from local high schools, each speaking 10 minutes, recently discussed with the St. John Rotary Club what opportunities they believe the world offers them.

### Treat 21 Crippled Children

OTTAWA, ONT.—In a single month 21 crippled children were examined in seven clinics sponsored by the Ottawa Rotary Club.

### Auto Show Nets \$1,250 for Outings

NEW WESTMINSTER, B. C.—After the receipts of an auto show which it sponsored recently had been totalled and the expenses deducted, the Rotary Club of New Westminster realized a net profit of \$1,250, every cent of which is to be used in the children's summer camp program.

### Fair Yields \$2,000 for Children

CHATHAM, ONT.—Net profits of over \$2,000,



all of which will be used for crippled and under-privileged children, resulted from a fair which the Chatham Rotary Club sponsored.

## Germany

### Aid Business Youth Exchange

BERLIN—Dr. K. O. Bertling and other Berlin Rotarians are giving support to the work of a committee sponsoring the international exchange of young business people, a service similar to that performed by many Rotary Clubs. Candidates must have passed a normal term of apprenticeship and employment, and must have a certain knowledge of foreign languages. Rotarian Bertling suggests that further information can be obtained by writing to the following address: Ausschuss für den Austausch junger Kaufleute, Berlin NW 7, Neue Wilhelmstrasse 9-11.

## United States

### Their Concern: Crippled Children

CHEYENNE, WYO.—So inspiring was the annual report of the Crippled Children's Committee of the 7th District, which was presented at the District Conference held here recently, that scores of Rotarians in the audience arose after its reading to offer large cash gifts for hospital and medical care, and money for wheel chairs and hospital furnishings. Significant points in the Committee report were: 7th District contributions are maintaining 20 crippled children in Beth El Hospital, Colorado Springs, Colo., which



*Do honors for the youngest boy to attend a Rotary father and son banquet go to the 11-week-old baby son of Rotarian Bernie Davis, of the Alexandria, Va., Rotary Club?*

is itself supported largely by the District. A per capita tax of 10 cents per month on Rotarians in the District buys medicines, anaesthetics, dressings, X rays and other supplies. One Club furnishes the salary for a school teacher for the children. The eleven doctors on Beth El's staff, of whom each is a Rotarian, donate their services to the handicapped children.

#### *Night for Rotary Mothers*

DUNN, N. C.—Twenty-seven mothers, several of them in their 80's, were honored at a Mother's Night dinner held recently by the Rotary Club of Dunn. Members brought their own mothers if that was possible, some other mother if their own could not attend.

#### *Gleesters Please Ladies*

SALEM, N. J.—As its contribution to National Music Week, the Rotary Club of Salem presented the glee club of the local American Legion Post to the Salem public in an evening concert. The musical program climaxed a Ladies' Night celebration.

#### *67 Essayists—\$50 Prizes*

HARTFORD, CONN.—Eighteen high-school boys and girls recently won prizes, which ranged from \$50 in cash for first down to books for honorable mention, in an essay contest sponsored jointly by the Hartford, Connecticut, Times and the Hartford Rotary Club. Sixty-seven essays were submitted, the subject being *The Value of Democracy in the Building of International Goodwill*. Civic officials addressed the crowd which assembled for the distribution of prizes.

#### *Zeppelin Links Rotary Clubs*

LAKEWOOD, N. J.—The *Hindenburg*, huge new German airship bound Rotary ties a bit tighter on its maiden voyage

*A series of cachets (design of first at right) for mailings via the new Airship Von Hindenburg is an activity of the Rotary Club of Lakewood, N. J., western terminus of the huge dirigible.*

to the United States. Letters, Club flags, and gifts from the Rotary Clubs of Berlin and Frankfurt on the Main were carried by Rotarian Dr. Richard Seyderhelm of the latter city, a passenger, to the Rotary Club of Lakewood. These expressions of goodwill were generous replies to greetings Lakewood Rotarians had sent the German Clubs (see illustration below).

#### *Big Brothers Remember*

COLUMBIA, S. C.—Underprivileged lads of this vicinity found their older brothers ready as usual to send them to the Big Brothers' Camp this summer. The Y.M.C.A. and service clubs of the city are its sponsors, members of these groups taxing themselves for the upkeep of the camp. The donations also admit members and their families to a softball championship series held among service clubs. Among the major contributions of the Columbia Rotary Club during the past year, as revealed by a recent report, are: \$530 to the city schools for welfare work; smaller sums to orphanages, kindergartens, and clinics.

#### *A Paul Bunyanesque Cake*

BUFFALO, N. Y.—A 300-pound cake—large enough to make the fabled Paul Bunyan gasp—was baked by a Rotarian at Buffalo, as a feature of his Club's 25th anniversary celebration. The cake was three feet square and was made of 60 pounds of sugar, 31 dozen eggs, 15 quarts of milk, 34 pounds of butter. It had 100 pounds of icing (see illustration, page 49).

#### *Pocket Knives for Scholarship*

OMAHA, NEBR.—Fifty honor-roll boys from 25 of the public grade schools of the city and their principals were guests of the Rotary Club of Omaha recently. To each boy, as a memento of his election to the Rotary Honor-Roll Boys of Omaha, went a new pocket knife. John Thornberry, head of the Boys' Club of Kansas City, addressed the scholarship students.

#### *Delinquency Conscious Community*

NEW ORLEANS, LA.—Public attention has been centered on the problems of delinquent youth, and a permanent committee has been established to carry through prevention measures, as the result of a four-day institute sponsored by the New Orleans Rotary Club. Sessions were open to the public and were presided over by men and women experienced with youthful strayers. Churches in the city cooperated by devoting ser-

mons to appropriate phases of family and child life. Suitable home environment, proper recreation facilities, the juvenile court and corrective measures, and the successful plans of other cities all had their place on the program. The permanent committee, an outgrowth of this meeting, is composed of the members of the New Orleans Rotary Club and the other civic associations which took part in the institute.

#### *Scout Troop—Maker of Men*

YORK, PA.—The Scouts baked flapjacks and their bigger Rotary brothers unpacked heaps of he-man food of other sorts as together they celebrated the 16th anniversary of the organization



*A rotating exhibit featuring miniature figures in native costumes was a popular attraction at a recent International Service meeting of the Rotary Club of Quincy, Mass.*

of Rotary Scout Troop No. 15 of York, all this in the Rotary-built Scout house. More than 300 boys have been members of the troop since its organization, many of them having graduated to responsible positions in the community.

#### *Anniversaries*

The Rotary Clubs of Algonac, Mich., and Eau Claire, Wis., have recently celebrated their 11th anniversaries. . . . The Rotary Club of York, Pa., marked its 20th birthday not long ago, as did the Rotary Club of Ottumwa, Ia.

#### *Dancing Daughters Delight Dads*

PHOENIX, ARIZ.—Daughters of Phoenix Rotarians produced the program for a fathers' and daughters' day not long ago, dancing and singing and versifying pertly enough to win much applause and to justify an abundance of paternal pride.

#### *Fete "Rotary Pioneers"*

WILSHIRE, CALIF.—"Rotary Pioneers" is the name Wilshire Rotarians have given former Rotarians who have lost their classification in Rotary. Seventy-five such pioneers were honored guests of the Wilshire of Los Angeles Rotary Club recently in a gala intercity day and pre-conference rally held in the famous Cocoanut Grove of the Ambassador Hotel.

#### *With Emphasis on Boys*

ATLANTA, GA.—Atlanta is one city in which poor boys have a chance to play in organized sports and to build things in trim workshops. Rotarians see to that. Among the exciting activities which the Atlanta Rotary Club provides for the lads are: a sandlot league in which over 500 underprivileged boys play football each year—prizes, coaches, and fields all being supplied by the Club. And for the boys who aren't able to "slide for home" because of a crippled foot



or some other handicap there is a club with a splendid workshop complete with tools, a library of 400 good books, a roomful of games. Four directors and instructors have been furnished by the W.P.A. for the boys' club and the Rotary Club has supplied and furnished the building. About 100 boys use the club daily. A businessmen's organization and the American Legion have accepted the responsibility of directing it so that Atlanta Rotarians may go into another part of the city and start another club of the same sort. Boys who find it impossible to remain in school because they lack money are given the required financial assistance by the Rotary Club, also.

#### Extral! Buffalo Bowlers Win!!

KANSAS CITY, Mo.—Results of the 20th annual Rotary Telegraphic Bowling Tournament just completed show Buffalo, N. Y., in first place, with a score of 3,009, and Oneida, N. Y., in second with 2,969. Fifty-two entries, several more than last year, were made in the tournament.

#### Institute Announces Lecturer

CHARLOTTESVILLE, VA.—P. H. W. Almy, of Torquay, England, is the first of the panel of speakers for the Round Table at the Institute of Public Affairs, announced in the June ROTARIAN, to accept the invitation. Other acceptances are being received, and with advance registrations coming in rapidly, a record attendance is foreseen for this annual event, a project of the Rotary Clubs of the 56th District.

#### Meeting Honors Governor Long

EVERETT, WASH.—There has been great activity in the 1st District this year. A dozen Rotarians have been assisting the District Governor as his group representatives. Each group of Clubs has been having its group meetings. The Rotary Club of Everett was recently host to the other six Clubs in its group and to Stanley Long, outgoing District Governor, who was the headline speaker.

#### Corner on 100% Attendance?

ROGERSVILLE, TENN.—The Rotary Club of Rogersville recently climaxed a record of 134 consecutive perfect attendance meetings by attending their District Conference with every member of the Club present.

#### New Ocean Liner Has Rotary Meeting

MID-OCEAN IN THE ATLANTIC—Forty-one Rotarians sailing on the maiden voyage of the Queen Mary, giant British liner, from England to the United States, assembled for a "Rotary meeting" on the vessel.

*From top down: Paul Harris (center) and Mrs. Harris (extreme left) taste Colombian hospitality in the city of Cali . . . Almost a ball team: Rotarian Thomas L. Hickey and six sons at Rotary father and son dinner, South Bend, Ind. . . Friendly welcome awaits visitors of Rotary Club No. 2000, Ketchikan, Alaska . . . Students portray International Service in pageantry, sponsored by the Rotary Club of Somerville, Mass. . . "The Evolution of the Rotary Wheel" was the theme of an illuminating Club Service program of the Rotary Club of Atlanta, Ga., prepared by Rotarian W. G. Perry.*

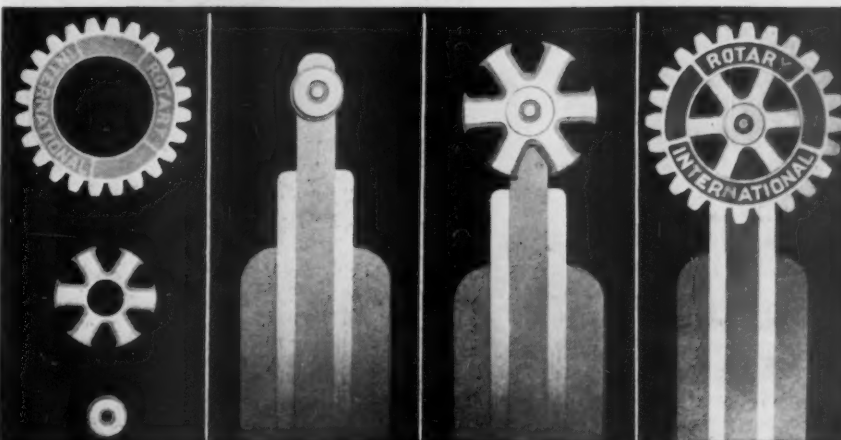
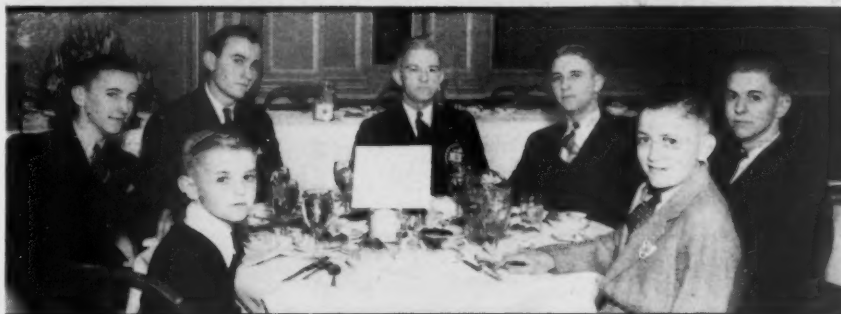


Photo: (center) Canadian National Railways.



# Our Readers' Open Forum

[Continued from page 2]

same theory can be applied to business and if the same sportsmanship prevails there need be no enmity between competitors.

If competitors will join in their trade associations to develop a better understanding of the common problems which must be met by all who are engaged in a particular trade, they will develop an understanding of each other's characteristics and habits. This knowledge leads to the development of a better ability to improve individual enterprises and to avoid the mistakes which lead to ultimate failure. When a tradesman benefits through his association with his competitors, he must be thankful for this help and should not think of them as enemies but as coöperators.

HIGH SCHOOL SENIOR

## Bashful—but Sincere

As the soldiers used to say, one may be breaking general orders "taking oneself too damn seriously" by undertaking to comment upon Jesse Sprague's splendid article *Once I Was President*, in the June issue of THE ROTARIAN. However, we are indebted to Jesse for recording for all Rotarians everywhere some reflections from the viewpoint of the President which most men would be too bashful to express, especially if called upon in a regular Club meeting.

He has brought out the reluctance of men to speak which, no doubt, is a very common attitude. These men do not know the satisfaction that comes to a man in publicly committing himself to something worth while. That is exactly



Photo: (left) The Argus, Melbourne

Morris Phillips (left) and Philip Phillips (with barrister's wig) is a father-son combination in the Melbourne, Australia, Rotary Club.

what Rotary experience does in "bringing out" a new member. If Rotary International could succeed in committing more of its manpower by personal word, and commitment to its principles and objectives, the movement would be a great deal stronger and the world a great deal richer. Once a man commits himself before his fellow Rotarians to a worth-while thought or principle, he is much more likely to live it in everyday life. The Rotarian who wishes to venture and put Jesse Sprague's suggestions into effect, might well remember that back of any effort he might make, whether feeble or forceful, is that attitude of tolerance which Rotary has already created for him before he joined. Critics of the movement who do not understand it might call it hypocrisy, but for the growing man and the growing Club, it is the first evidence of a truly charitable spirit, manifested in kindly attitude toward all men, especially those of their own Club. It is this spirit which causes so many men to say they would rather hear one of their own, trembling and stuttering in his effort, than the flowery orator often overconfident, and to use Disraeli's words "intoxicated with the exuberance of his own verbosity." When a man is sincere, even his enemies can become his friends. That is Rotary.

GEORGE M. KIRK,  
President, Rotary Club

Pueblo, Colorado

## Appreciation . . .

The article, *Once I Was President* (June, 1936, ROTARIAN), by Jesse Rainsford Sprague, Past President of the Rotary Club of San Antonio, Texas, I consider outstanding. I have read that article three times, and last evening, I read it aloud to Mrs. Hastings; I believe she enjoyed it as much as I did.

ROBERT R. HASTINGS,  
Governor, 19th District, R. I.

Crete, Nebraska

## More on "Buy National"

The true answer to the question, *Should we "Buy National"?* (debate, May, 1936, ROTARIAN) is found in England's own Buy British Campaign which was started a little over four years ago when everybody thought that England was about through.

For years and years England has been a free trade country but she came to the end of her rope, changed her policy overnight, set up tariff schedules on almost every item of foreign merchandise imported into the country and shot a Buy British Campaign slogan around the world to every part of her far-flung Empire.

It worked. England has balanced her budget. She reduced unemployment to a minimum and also reduced foreign imports 30 percent during

Right: Ed K. Andrew, son, and Ed P. Andrew, father, Detroit, Mich.



Both have served the Rotary Club of Detroit as President.

Photo: (right) D. D. Spellman

Photo: (left) Hughes Studios



## These Are Rotary Fathers and Sons

Above: Three Cases of the Port Jervis, N. Y., Rotary Club—(left to right) J. Harry Case, Jr., J. Harry Case, Sr., Howard M. Case.



B. M. Jacobsen (above) and son, W. S. Jacobsen, both charter members and Past Presidents of the Rotary Club of Clinton, Iowa.



R. F. Woodhull (above), Past President, and son, R. B. Woodhull, for five years Secretary of the Dover, N. J., Rotary Club.

the first year of the campaign which is still going strong.

The price a sheep pays for being a sheep is the privilege of being "shorn" at stated intervals. The price a cow pays for being a cow is the privilege of grazing green pastures for a day and then being called in to be "milked." The "shearing" and "milking" of American industry and agriculture for the benefit of international groups have, in my humble opinion, already gone far too far.

I know the glamorous thrill that comes from gazing at the romantic halo around the head of foreign trade and dreaming all the dreams and seeing all the visions incident thereto. I realize that it is much more romantic to stargaze in this emotional manner than it is to turn our eyes down to earth and look at a vast army of unemployed, millions on the dole, farms ploughed under, and factories idle. But I wonder what the ten to twelve millions of unemployed think about it? It is possible that there might be even more fire in their thoughts than in mine.

I wonder what the American people as a whole would really think if such facts as these could be fairly and squarely presented to them: that in January, 1936, we imported approximately 11,000,000 pounds of meat products as against six-and-a-half million pounds in January, 1935; that in January, 1936, we imported 3,000,000 bushels of wheat as against 2,000,000 in January, 1935; that we imported in January, 1936, 8,000,000 pounds of tobacco as against 4,000,000 pounds in January, 1935. . . .

A sane and sensible policy is nowhere better phrased than in those words of Hon. Charles Emory Smith spoken about 1911 at the time of consideration of the Canadian reciprocity bill:

"The principle is axiomatic. Brazil grows coffee and makes no machinery. We make machinery but grow no coffee. Brazil needs fabrics of our factories and forges and we need fruits of her tropical soil. We agree to concessions for her coffee and she agrees to concessions for our machinery. That is reciprocity."

So sane and simple—and yet all so very difficult in view of the concerted and purposeful economic drive against America from both East and West.

GEORGE H. CLESS, JR., *Rotarian*  
Secretary, Chamber of Commerce

Glens Falls, New York

### Ward's Article on Display

I was so interested in the article 'Got a Job, Mister?' by Charles W. Ward (June, 1936, *ROTARIAN*) that I took my own copy and also a borrowed number and cut the article so that it could be pasted onto our bulletin board. The article has occasioned considerable interest among the students.

RAYMOND A. SCHWEGLER, *Rotarian*  
Dean, School of Education  
University of Kansas

Lawrence, Kansas

### Good for Graduates

We have received the 176 copies of the June *ROTARIAN* and thank you for your promptness in getting them to us.

We are presenting a copy to all members of the graduating class of our public schools, giving them an opportunity to read Charles W. Ward's good article, 'Got a Job, Mister?'

This is a splendid article and it would be a fine thing if every youth could read it.

ALBERT H. LITTLE

Secretary-Treasurer, Rotary Club

Texarkana, Texas



## What every young bridegroom should know

**Y**OU and the girl who has so bravely cast her lot with yours will now want many things. Children, a home of your own—these are important things.

You will want to educate your children and to pay for your home. You will want financial success. And these are costly things.

In your heart is a world of faith that you *will* have them. But—and this is lesson number one—*faith isn't enough*.

Money is one of the most fugitive things in the world. And the will to accumulate it is seldom as strong as the desire.

You can see the truth of this all around you—in frustrated hopes, in people who have held financial independence in their two hands, and have let it slip through their fingers.

Yet every man who has fifteen years of earning power left—if he *earns even a moderate income*—can make a financial success of his life.

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# Atlantic City

## Thanks You!

TO you of Rotary International, we of Atlantic City desire to express, here, our deep appreciation of your friendly visit—your wholehearted acceptance of the facilities and features which we are ever proud to provide—and we sincerely trust that it will not be long before we can again be host to your desirable presence, either as a group or as individuals.

May we say—not good-bye—but *au revoir!*

\*CHAS. D. WHITE,  
*Mayor of Atlantic City.*

\*WM. J. WILSON,  
*President, Atlantic City Rotary Club.*

\*C. EDGAR DREHER,  
*Chairman of the Host Club Executive Committee.*

\*ARTHUR S. CHENOWETH,  
*President, Atlantic City Chamber of Commerce.*

ALBERT H. SKEAN,  
*Director of Atlantic City Convention Bureau.*

# ATLANTIC CITY

THE WORLD'S PREMIER HEALTH AND PLEASURE RESORT



## Can Business Run Itself?

[Continued from page 17]

trade associations do when "chisellers" persistently refuse to abide by what the majority of a trade association decide is best? Then, they say, somebody must "crack down" on the unfair minority and that somebody must be the government. Those who leap to that conclusion underestimate the resourcefulness of private initiative to make honesty and sound economics *obviously* the best policy.

Take the women's ready-to-wear industry, for example. For years, style piracy has been one of its major problems. Original models were freely copied by fashion "pirates." A woman might buy a dress for \$50 or \$100 believing it to be an original creation and then in the next block discover an almost exact copy at one-half or one-quarter the price.

Now styles are, in a sense, perishable, and were the government "umpiring" any regulation based on the desires of the industry to thwart such practices, litigation would probably string out until maximum damage had been done. It would seem that so intangible a thing as property rights in a style *idea* would be impossible to control. But the Fashion Originators Guild of America is handling the problem nicely without benefit of "crack-downs."

It simply secured the coöperation of 12,000 retail dealers who agreed to return every garment in stock thought to be made from a pirated design. Manufacturers guarantee that every garment sold to a retailer is original. When a dress believed to be a copy is found, the manufacturer is called before a jury of disinterested authorities who decide whether that gown has been copied. The system works—and is said to have reduced fashion piracy by 95 percent.

Some of the enthusiasts for drastic government control have had greater zeal for the protection of the businessman than he has had himself, and they have exaggerated competitive evils. If a condition becomes serious enough to the actual parties concerned, they will take remedial action; they do not need the government to interfere even as a policeman.

One of the serious results of agitation for government control of business and industry has been the attempt to divide society into classes and the encouragement of class hatred. Nothing could be more disastrous.

An urgent need at the moment is faith of all segments of our society in the future of the nation. Lack of that faith

is the chief retardant to economic recovery and reemployment. Business, *running itself*, will promote understanding between business and the public and pave the way for such progress as it has demonstrated in the past that a free nation can make. The road ahead is new, and probably different from the past, just as the road ahead for every generation has been different, but business has more faith in its own methods than in those that lead to government bureaucracy.

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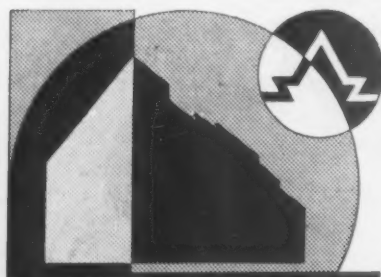
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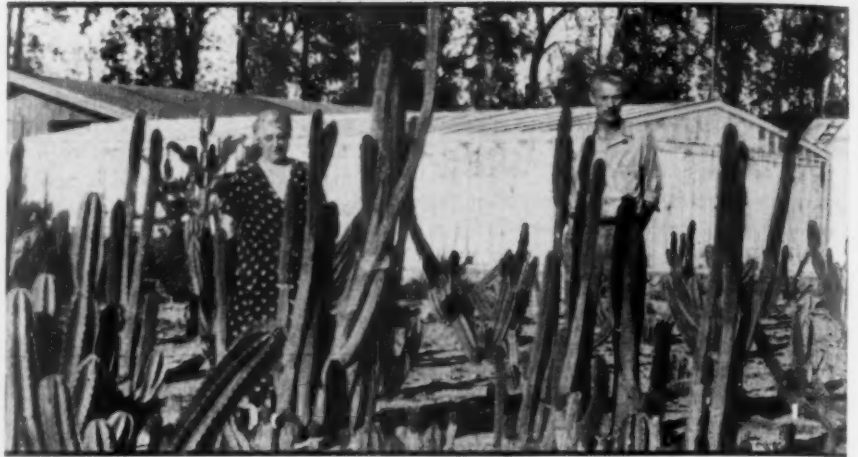


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Rotarian and Mrs. Bradbury in a corner of Las Tunas, their famous cactus garden.

## Hobbyhorse Hitching Post

### Why Not a Cactus Corner, Mr. Gardener?

**C**ACTUS culture is the Groom's choice for this month's hobby chat which here takes the reader on a tour—thanks to Ella G. Hertel—through the vast gardens of a California Rotarian and his wife, large-scale growers of the plant.

Some people never think kindly of a cactus. That rugged desert individual, they reason, is a bad one to rub elbows with, a fury when sat upon, and a dullard and a do-nothing otherwise.

Such people are making an appalling mistake—and Rotarian and Mrs. E. P. Bradbury of Fontana, Calif., can prove it!

"Cactuses, we think, are beautiful," say the Bradburys, "that is, most of our 1,700 varieties of the species are. So beautiful, yes, and so useful that from the little plot which we started as a hobby nine years ago, we have developed what we are told is the largest cactus garden on the Pacific Coast."

If you will waive, for a paragraph or two, the fact that a good many cactuses do bristle earnestly most of the time, and stroll with the Bradburys through *Las Tunas*, their cactus garden, you, too, may be convinced, if now a skeptic, that cactuses deserve your kindest regards.

Consider first the maternity ward—taking things in their natural order. Here the seeds of a thousand wondrous xerophyte families, pressed firmly into the sandy soil of vast beds, duly send up sprouts and little cactuses are born.

The seedlings, four months old, are transferred to the nursery where they grow, as children will, until they are about a year old. Then they go on exhibition in the "big house" where they swell and blossom until some plant lover or collector comes to admire and then to buy.

As in most societies, there are the weaker ones who go down before disease and difficult weather, and for them *Las Tunas* has a hospital. Here the mortality rate is gratifyingly low for, however ill a cactus may be, it still has fiber—if the reader will please indulge the waggery.

The museum and the curiosity shop (yes, the subject is still cactus) generally show the largest box-office receipts. Look, for instance, at that night-blooming cereus, most romantic and tragic of flowers, in yonder corner. Its twisting, twisting stem and leaves spend perhaps a

decade preparing to send out those two or three sublime, sensuously fragrant, white, trumpet-shaped blossoms—to send them out for the glory of but one night. There is a flower, a cactus flower, if you please, for poets.

The "prohibition plant," so dubbed because it can live two years without taking a drink, is a favorite in this curious collection. Centuries of evolution have fitted members of the cactus family (native only on the American continents and in parts of Africa) so that they can store water in their fleshy stems and branches, their hard cuticles protecting their flesh from the sun.

That organ cactus, a common sight on the deserts of the United States and Mexico, might easily have been the inspiration for the display pipes of a church organ, so much alike are they. Over there is a youngster of the *Carnegie gigantea*, an indigene of the United States. Mature, he will be a 70-foot branchless shaft, though his diameter may never exceed two feet.

To settle the matter of the cactus' spiteful nature if annoyed, it must be said that nearly all varieties have spines. A few do not. If you are an incurable sleepwalker and your garden is your favorite spot for a somnolent amble, you will, if prudent, plant the thornless variety.

Before you leave *Las Tunas*, stop in the Mexican garden which abounds in apuntas and aloes. Then note the Bradbury home with its open-air living room—the whole of it designed and built by the family itself. Then ask Rotarian Bradbury, who is a Past President of the Fontana Rotary Club, to tell you how his cactus hobby has grown into a business. And, if time permits, ask him about his new hobby, aviculture—but that, of course, is another story.

### The Field

Do the fine points of your hobby want discussion with some other Rotarian or member of his family? If so, you may care to trade ideas with one of the hobbyists here presented:

Glass Etching: Arthur Osgood, 800 Taylor, Amarillo, Tex.

Fishing: Henry Desjardins (salt and fresh water), 116 Cabot St., Beverly, Mass.

Postal History: Stephen G. Rich (collects stamps, covers, and all information on postal development), P. O. Box B, Verona, N. J.

Fly-fishing: J. M. Storey, 210 W. Monroe St., Herrin, Ill.

Bird Conservation: Fritz Eulitz, Schloss Scharfenstein, Sachsen, Germany.

THE GROOM

## Largely Luck!

[Continued from page 19]

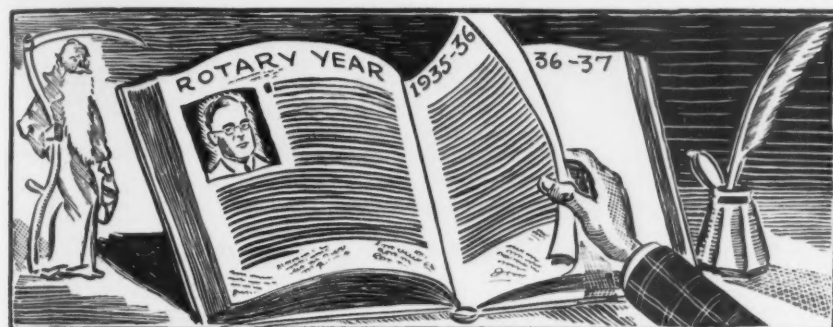
among the automobiles. I slammed an iron onto the green and with another stroke ended the match.

When I caught Armour in the finals, he had a dozen chances to give me a trimming but I'd come out of traps and curl in long putts that were partial stymies. Finally the Silver Scot got to laughing at the luck I had.

The funny part of it was that the luck really happened years before I'd realized my ambition to meet The Great Armour and play with him. It happened when

Hank Dettloff, my old pro boss up in Wisconsin, had made me stick around the clubhouse green by threatening to kick me out of a job if he ever saw me out on the course while I was supposed to be watching his shop.

The first pro job I had was the best possible luck I could have had. It was at a little course hacked out of the pine forests. The fairways weren't much wider than a woodland trail, compared with some of the fairways I've seen since, but they certainly did put a premium on ac-



## Rotarian Almanack 1936

July 1st marketh the passing of the old Rotary year, the beginning of a new one—all officers of Rotary International and of most Rotary Clubs, then taking office.

J U L Y  
—is the 7th month. It  
hath 31 days, and bring-  
eth heat in many climes.



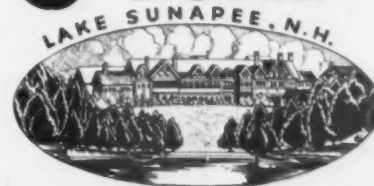
Julius Caesar, great Roman statesman and soldier, accomplished—a mong other things—a revision of the calendar, and in doing so modestly renamed "Julius" the month Quintilius, in his own honor. That month, in English, is July. Anglo-Saxons used to call the month "hay-month" or "mead-month" because the meadows were then in bloom. To farmers in most lands, July reveals the size of the crop.

—YE MAN WITH  
YE SCRATCHPAD

- 1—1884, Raymond M. Havens, 12th President of Rotary International, is born at Fort Scott, Kansas. (Deceased Dec. 2, 1934).
- 4—1930, The Rotary World embraces another Baltic country with the organization of the Rotary Club of Tallinn, Estonia.
- 5—1929, The Colombo, Ceylon, Rotary Club is organized.
- 7—1923, To Belgium goes Rotary with the organization of the Rotary Club of Ostend.
- 10—1919—Rotary Club of the City of Panama is organized.
- 1936, A meeting of the newly-elected Board of Directors of Rotary International will be convened in Chicago.
- 15—1921, Peru's first Rotary Club is organized, at Lima.
- 16—1916, The Seventh Rotary Convention opens for a four-day meeting at Cincinnati, Ohio, on this date.
- 18—1917, The first Rotary Club in Wales is organized, at Cardiff.
- 18—1915, The Sixth Rotary Convention opens for a four-day meeting at San Francisco and Oakland, California.
- 19—1918, Rotary enters a new continent (South America) with the organization of the Rotary Club of Montevideo, Uruguay, on this date.
- 20—1919, The first Rotary Club in Asia is organized, at Shanghai, China.
- 31—1886, Almon E. Roth, 20th President of Rotary International, is born in South Dakota.



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"Here, hang on to these, Chief! I'm going back after the wife and kiddies!"

curacy instead of tempting me to go for length. If it had been a course wide enough to tempt me to try for power shots I'd probably have wrecked the delicacy of the short game I had acquired.

As a result of this enforced accuracy I developed tee shots that are about as uniformly straight as those of any pro golfer in the business, although I might as well say that probably three out of four 80-shooters who happen to be reading this can drive as long—or maybe longer—than I. Perhaps that will cheer some fellows who are breaking their backs and sobbing because they don't hit their drives a mile.

I used to think I had a "bum break" being up in Wisconsin where, in the State professional tournaments, there were none of the big-time, nationally famous stars that I could play with and watch. But right there I again was lucky. In the State there were, and are, several pros who, except for circumstances and temperament, might have been noted tournament players. They have stayed around their clubs teaching and when I played with them in the local tournaments they took a lot more interest in instructing me than I would ever have received if I had been in keen competition.

In the bigger money tournaments you learn plenty, but you learn from watching and hearing the fellows in the locker-rooms discussing their games. However, if you're light on money you haven't much of an urge to experiment with your game when every shot may decide whether you can go on to the next tour-

nament or have to head back home. And up to last year, I was plenty light on money; even now in making a case for how lucky I am, I would prefer to pass financial references quickly.

But since the money matter has come up I will have to admit that, gross, I did hit the high mark of \$9,543 as winnings in the 34 tournaments I played during 1935. That beat all the rest of the 227 American pros who played in last year's tournaments and was \$1,126 ahead of my pal Henry Picard who was in second place. Picard again was second to me in the year's records, as he played in 30 tournaments. Runyan's prize-winning low medal score average for the year was based on his appearance in 21 tournaments.

When I remember that of the 40 pros who won \$1,000 or more in prize money during 1935, every one shoots the kind of golf that might add up best toward bringing him in a winner in any tournament, I know I'm lucky.

There is another thing about being lucky that I want to mention and that concerns Sarazen. I rate Gene Sarazen as the all-round No. 1 man of golfing. When Sarazen slapped that long spoon shot in to win the Jones Tournament of the Masters and start the big show of 1935 off with a *viva!* I had a definite feeling that it was a year for Latin luck. It was bound to be a good year for Sarazen, Ghezzi, Serafin, Manero, the Turnesa boys, and me, if there was anything at all in luck. The Turnesas didn't do much tournament playing but the rest of

the American-born Italian pros did nicely. Five of us won about 16 percent of all the year's prize money.

Well, what does this all add up to about *your* golf? I have noticed that the one thing that is sure to interest a fellow about golf is his own game, and not the other fellow's. When there are a bunch of pros sitting around at a tournament, the younger fellows have to wait for hours before they get a chance to break in with a few words about their own games, and then no one listens.

In every club I've been in, I have observed that members listen to others tell of their games only because the listeners hope for a chance to relate each detail of their *own* performances. So you probably want an opening to say something about *your* golf.

What you may say is: "Johnny, you may be the luckiest golfer in the world, but I am the unluckiest. Why shouldn't I get a break now and then?"

I might say to that, "Maybe it's because the breaks come right for the good golfer," but perhaps I'd be kidding myself and certainly I'd be doing you no good. As a matter of fact, I don't think the good golfers get a higher average of luck than the duffers do and to confirm my belief I'll put up the hole-in-one statistics showing that a far higher percentage of aces is made by moderately good or poor golfers than is made by the pro and amateur stars.

Then the only answer I can give you is advice to start thinking that you are a lucky golfer. Your luck may be just the same as it has always been in the game, but by feeling you have some luck you'll take a lot of pressure off yourself. It's tensely and pressure that keep most golfers many strokes higher than their game normally should be.

I've got a notion that almost every leading golfer has some club or action or item of apparel that he deeply believes is good luck to him, even though he may keep the matter a dark secret.

Hypnotize yourself, if you have to, into the conviction that you're lucky. You're probably very lucky every time you get out on a golf course. You might be out "busting the sod" with a plow and a team of mules instead of a mashie, if you weren't lucky. So might I, so let's call it even on this matter of luck.

### Ode to a Goofy Golfer

As you take your stance and glance ahead where the breakers of golf are located, the fairway looks fine, sun and wind most divine—it's the day, but don't get too elated. You keep your head down with your chin on your chest and you

swing in outwards your best. As the club hits the ball, you feel that's not all for the carry-through proves the great test. Then the ball travels true and lands mid-fairway to glue on a tuft of grass ready to go. It's a par four you're playing. "Can I make it?" you're saying as 210 looks you square in the face. Then out comes your iron and it clears—and the ball sails straight for the pin. You watch it; it settles and glory to be! it's lipping the cup, it almost rolled in. You wish for an earthquake, heavy thunder at least to make a 440 in two. But alack and alas, you've but broken par at last for the eagle had wings it is true. But the day's a success, 'tis hard to suppress the thrill that you've longed for and got. For a dub you've done wonders but your wife often ponders if you're sane or just cracked getting hot. So dubber or pro, keep your head still and think it's the kick you get out of your game—it's not what you know nor how much you show but winning or losing do you smile just the same?

—DR. DELASKI MARR,  
Past President Rotary Club of  
Ridgetown, Ont., Canada.

### These Men Are Lucky!

Entering the ranks of THE ROTARIAN'S Hole-in-One Club are these Rotarians (left to right in rows from top down):

Ralph Plimmer, Springfield, Mo., Hickory Hills G.C., 142 yds.; John B. Mordecai, Richmond, Va., River Course of C.C. of Virginia, 157 yds.; Joseph C. Netzer, Laredo, Tex., Municipal G.C., 118 yds.; Ir. J. W. Stoll-Timmerman-Thyssen, Padang, Sumatra, Padang G.C., 124 yds.; Neil R. Cullen, Denver, Col., Lakewood C.C., 176 yds.; Archie A. Albert, Pawtucket, R. I., Ledgemont G.C., 185 yds.  
H. G. Lavinder, Bristol, Va.-Tenn., Linville, N. C., G.C., 173 yds. (2nd hole-in-one); Alec Catto, Ilford, England, 251 yds.; Roswell H. Lyon, Harrisburg, Pa., Harrisburg C.C., 147 yds.; Elford H. Morison, Farmington, Me., Wilson Lake C.C., 160 yds.; Richard D. England, Nairobi, Kenya, Kiambu G.C., 187 yds.; A. F. McWilliams, Boston, Mass., Charles River C.C., 186 yds. (3rd hole-in-one).

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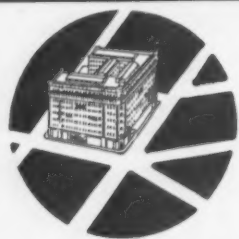
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## World Trade Awaits Stable Money

[Continued from page 11]

In that case, she would cause a new depression in the rest of the world, just as the fall of the pound did in 1931, and of the dollar in 1933.

We must conclude, I think, if we consider all these factors, that world trade is likely to be both limited and precarious unless there is some form of currency stabilization.

**B**UT if we are to estimate the prospects of this, we must consider carefully the difficulties in the way. Why have countries been forced to, or been ready to let their currencies depreciate? And why have they been reluctant to return to gold? \*

We may take first a reason that has ceased to be important. Some countries thought they might get a competitive advantage in their foreign trade by a depreciation of their currencies, and have suspected others of being actuated by this motive. There is now, however, a universal recognition of the evil of this competitive exchange depreciation, and the desire to snatch an advantage from it is not in fact now an impelling reason of policy for any country.

More important is the strain thrown on debtor countries by large financial obligations which they could not meet except by importing much less than they exported, and the strain thrown on their currencies by an attempt to make foreign payments without a balance of trade which would support them. This factor, however, though it has not disappeared, is now of less importance. Financial obligations have been liquidated, or reduced by agreements, or defaulted upon, and they no longer weigh on currency systems to the same extent as they did.

There remain two other principal reasons for depreciation. The first is that countries have desired freedom to increase their internal prices to something approaching the pre-depression level, to "reflate," as it is called, and this no country could do by itself if it were tied at a fixed point to the currencies of other countries. This was obviously the main motive of the policy of the United States in 1933. It is, however, not a very serious obstacle to stabilization now. Prices have substantially increased, and they can increase further, if the prices of other countries do so also, without impeding currency stabilization. The United States has indeed shown that this is not now a very serious obstacle by maintaining a

fixed gold ratio for more than two years.

More serious is the reason which makes Great Britain reluctant to stabilize. This is not that she is anxious to pursue a monetary or financial policy which will lead to a large increase of prices. It is that she is afraid of entering into an agreement which, under certain conditions, would compel her to force her prices down—to a policy of drastic "deflation."

This is so serious a factor that it will be well to explain it a little further. All economic enterprise, under the capitalist system, depends upon prices being above costs. Whenever prices fall, either costs must fall too, or a large part of industrial enterprise will become unprofitable. Production will be cut down. Unemployment will increase. But it is extremely difficult to reduce costs quickly and substantially. They consist partly of fixed costs for rent and loans, which cannot be changed, and partly of wages which again cannot be reduced without strikes. Consequently, when prices fall sharply, production falls and unemployment rises.

But when a country has a currency tied to gold at a fixed ratio, there is the danger that if its exports fall (perhaps because its parity is too high in view of its general price structure in relation to that of other countries), or if foreign investors withdraw their money quickly and in large amounts, its currency reserves will be drained. It then has no option, if it is to maintain its gold parity, but to take measures (such as the increase of its bank rate) which will force down the prices of the goods it produces.

**T**HIS is the "deflation" which Great Britain, for example, experienced between 1925, when the pound was linked to gold again at its old parity which had become too high, and 1931, when the pound fell. It was so terrible an experience, so destructive of internal trade which is a bigger factor for every country than its external trade, that Great Britain is not prepared to risk the same experience again.

Before "absolute" stabilization is possible, therefore, there will have to be an assurance that it will not involve "deflation" again. It is very difficult to feel that such an assurance will be possible for a long time to come, in view both of political uncertainties and the remaining factor of disturbance in the world's financial position.

I believe, therefore, that only a "conditional" form of stabilization is now possible. And I wish to suggest a scheme

\* See the symposium on returning to the gold standard, THE ROTARIAN, for April, 1935.



which would take account of the above difficulties and at the same time give practically all the benefits of full stabilization.

What I suggest is this: The United States, Great Britain, and France might (in consultation at appropriate stages with the other countries that look to them as leaders in currency policy) agree to direct their policy towards maintaining specified ratios between the dollar, the pound, and the franc (say 4.86 or 5 for the first two, and 100 for the latter two). Each country would undertake to aim at maintaining these ratios, within a reasonable margin (somewhat wider than the old gold points, so as to enable action to be taken to make speculation too dangerous). The form of support would include the use of the different Equalization Funds, in consultation and coöperation, for the same purpose.

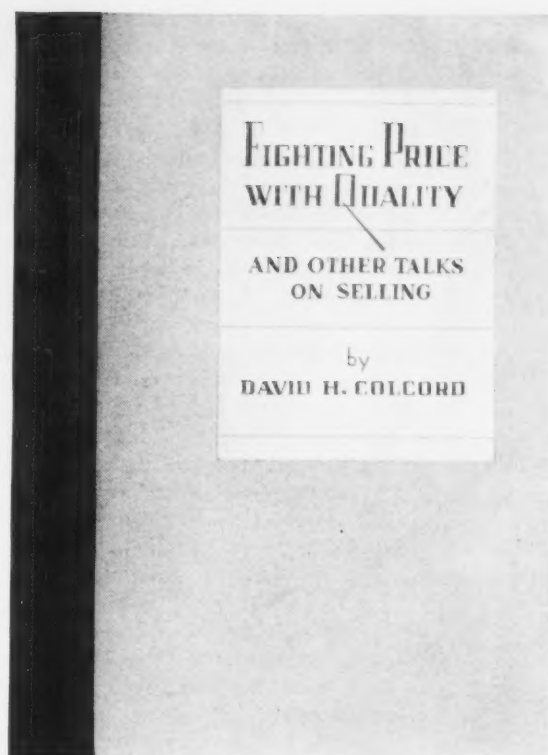
IF, however, in spite of this action, a given currency showed persistent weakness, so that it could be maintained only if the country in question resorted to drastic deflation, it would be free instead to make a *corrective* change of currency ratio. There would be a strong presumption in such a case, that is after a considerable expenditure from the Equalization Funds had failed to relieve the strain on a particular currency, either that the original ratios had been wrongly selected, or that they had become wrong through a change in economic conditions.

I believe such a scheme would be of general benefit, and would bring great advantages.

In the first place, the knowledge that the three principal financial countries were directing their policy, in consultation and coöperation, to the maintenance of agreed ratios would give confidence in the stability of these ratios. It would become too dangerous to speculate—especially if a reasonable margin were allowed in the agreed ratios and concerted action were taken to make speculative attempts expensive. At the same time, the violent movements of short-term capital would be lessened.

With this measure of increased confidence in currencies, there would be an improvement in general confidence. This would give a new stimulus to recovery. Prices would tend to rise, since with reduced hoarding the present gold stocks in the world are sufficient for a higher price structure. But this, while encouraging an expansion of economic activity could be kept within moderate limits and, as it would tend to happen everywhere, would not need disturb the exchanges.

The conditional agreement would at



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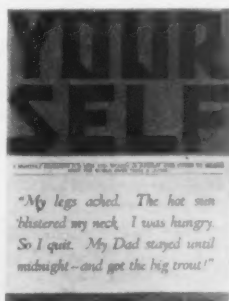
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the same time eliminate both the danger and the apprehensions of competitive exchange depreciation; the terms of the agreement and the practical coöperation of the Equalization Funds would give the best possible assurance that, if a change of ratio were made, it would be essentially a *corrective* one, calculated to remove and not to cause a disequilibrium in the balance of trade.

And, lastly, the way would at last be open to negotiations to remove the other impediments to world trade. Exchange restrictions and quotas imposed for currency reasons would begin to disappear. Tariff treaties could be negotiated for reciprocal reductions of duties, with a safeguarding clause that if a currency parity were changed, any signatory which considered itself injured by it would be free to withdraw from the tariff treaty.

Such a proviso might enable a country like France to join in a treaty about tariffs, just as the currency proviso might enable a country like Great Britain to join a currency agreement. And each treaty would support the other, and make

it more unlikely that the proviso would be taken advantage of. For the benefits of the commercial treaty would make a country unwilling to risk losing them by changing its currency ratio; and if a change in the ratio became inevitable, would make other countries reluctant to withdraw from the commercial treaty—especially if it were realized that the currency change was genuinely a corrective one.

I believe that a currency agreement on the lines suggested above would be practicable, and that if concluded would give most of the advantages of stabilization and assist both general recovery and an expansion of foreign trade. But I believe also, for the reasons I have already indicated, that complete and unconditional stabilization is and will for years to come, remain impossible. The practical choice is between a valuable compromise and the continuance of the present currency uncertainty, with all its consequences in creating impediments to foreign trade and restricting even national recovery.

## Helps for the Club Program Makers

**ARE** you scheduled to prepare an address or a program for your Club? If you are, the following carefully selected references may save you time. Specific outlines for programs suggested in Form No. 251 (listed here by weeks) can be obtained from the Secretariat of Rotary International, 35 East Wacker Drive, Chicago.

\* \* \*

**THIRD WEEK (JULY)**—Rotary as a Force in the Creation of International Friendships (*International Service*)

From THE ROTARIAN—

This International Stuff. Stephen Leacock. This issue, page 6.

President Johnson's Trip. This issue, page 30.

The Atlantic City Convention Report. This issue, page 34.

A Spanish View of Rotary. C. Lana Sarrate. May, 1936.

Rotary Works for the Future. Paul Baillod. Feb., 1936.

Home-Town International Service. W. D. Head. Oct., 1935.

Play Bridges National Frontiers. Frank Chapin May. July, 1934.

Let's Mobilize Friendship. John Nelson. Feb., 1935.

Pamphlets and Papers—

From the Secretariat of Rotary International—  
Rotary as a Force in the Creation of International Friendships, No. 718; Rotary and Radio, No. 738; Hands Across Boundary Lines, No. 737; England and Georgia Exchange Visitors, No. 772; Hospitality Yields Three Rewards, No. 758B; Rotary Mobilizes Goodwill, No. 735.

**FOURTH WEEK (JULY)**—Report on Atlantic City Convention of Rotary International

From THE ROTARIAN—

Report on the Atlantic City Convention.

This issue, page 34.

**FIRST WEEK (AUGUST)**—Understanding of Resolution 34 of 1923 Convention (*Community Service*)

From THE ROTARIAN—

New President's Message. This issue, page 5.

What Is the Right Answer? Clinton P. Anderson. May, 1930.

Pamphlets and Papers—

From the Secretariat of Rotary International—  
Suggestions for Program on "Understanding of Resolution 34 of 1923 Convention," No. 602A.

**SECOND WEEK (AUGUST)**—The Individual Rotarian's Responsibility in His Vocation (*Vocational Service*)

Can Business Run Itself? (*debate-of-the-month*). Government Intervention Is Indispensable, says Hugh S. Johnson. Yes: Government "Policing" Hinders, says John W. O'Leary. This issue, pages 12, 14.

Use Rotary in My Business? Chesley R. Perry. To appear in August issue.

**1. BUSINESS AND THE EMPLOYEE**  
From THE ROTARIAN—  
You and Those You Hire. Norman Hapgood. Aug., 1935.

Can We Reduce Drudgery? M. B. Gerbel. Apr., 1935.

The Challenge: More Workers Than Jobs. Albin E. Johnson. Feb., 1936.

Getting Labor's Point of View. Whiting Williams. Sept., 1934.

The Thirty-Hour Week? (*debate*). Yes by William Green. No by Robert Lund. Mar., 1934.

Other Magazines—

Employee's Exit. R. Little. Harper's. Mar., 1936.

**Industry and the Recovery Act.** Eugene C. Grace. *Scribner's*. Feb., 1934.  
**Employer's View of the Labor Question.** A. Carnegie. *Forum*. Mar., 1936.

#### Pamphlets and Papers—

From the Secretariat of Rotary International—  
**Vocational Service**, No. 3b. **Rotary and the Development of Standards of Correct Business Practice**, No. 505; **Cultivating Employee Interest**, No. 556; **When the Task Is Cleaning House**, No. 510.

#### Books—

**The Method of Freedom.** Walter Lippmann. MacMillan, N. Y., \$1.50.  
**Postponing Strikes; A Study of the Industrial Disputes Investigation Act of Canada.** Russell Sage Foundation, N. Y., \$2.50.  
**The Shadow Before. (Strikers Are People).** William Rollins, Jr. McBride and Co., N. Y., \$2.50.  
**False Security—The Betrayal of the American Investor.** Bernard J. Reis. Dodge, N. Y.

#### 2. BUSINESS AND THE CONSUMER

##### From THE ROTARIAN—

**Post-Depression Progress in Business Ethics.** John T. Flynn. Jan., 1935.  
**Sell Service, Not Goods.** Sir Herbert Austin. Oct., 1935.  
**Old "Rackets" with New Frills.** A. E. Gillett. Sept., 1935.  
**Watchdogs for the Consumer.** F. C. Howe. Feb., 1934.

##### Other Magazines—

**Consumer and Competition.** L. Henderson. *Annals of the American Academy of Political and Social Science*. Jan., 1936.  
**Rise of Courtesy.** J. E. Wing. *New Outlook*. Apr., 1935.

#### Books—

**America's Capacity to Consume.** M. Leven, H. G. Moulton, C. Warburton. The Brookings Institute, Washington, D. C., \$2.50.  
**Nemesis of American Business, and Other Essays.** Stuart Chase. MacMillan, N. Y., \$2.

#### 3. COMPETITION IN BUSINESS

##### From THE ROTARIAN—

**Is My Competitor My Enemy? (debate).** Yes! by Charles S. Ryckman. No! by William R. Yendall. May, 1936.

**NRA and "Fair Competition" (debate).** Clarence Darrow and Donald Richberg. Nov., 1934.

**Meeting Cut-Throat Competition.** Chester E. Millard. Oct., 1933.

#### Other Magazines—

**Why Business Is Worried.** Merle Thorpe. *Saturday Evening Post*. May 23, 1936.  
**Future of Fair Trade Legislation.** M. Ernst. *Publisher's Weekly*. May 16, 1936.

### Other Suggestions for Club Programs

#### WORLD TRADE AND STABLE MONEY (Vocational Service)

##### From THE ROTARIAN—

**World Trade Awaits Stable Money.** Sir Arthur Salter. This issue, page 9.  
**What of the Gold Standard? (symposium).** F. H. Fentener van Vlissingen, C. H. Douglas, and E. W. Kemmerer. Apr., 1935.  
**Can the Dollar Be Managed?** William Trufant Foster. Jan., 1934.  
**Some ABC's of Modern Money.** Irving Fisher. Oct., 1934.

**Is Inflation the Way Out? (debate).** William Trufant Foster and H. Parker Willis. Apr., 1933.

##### Other Magazines—

**Inflation Rejected!** *Uncle Sam's Diary*. May, 1936.  
**Money and Christian Sociology.** V. A. Demant. *New Democracy*. May, 1936.

##### Pamphlets and Papers—

**National Dividends Without Taxation.** By a Country Banker. Riverside Press. Churubusco, Ind., 50 cents.  
**A Second Primer.** Samuel Crowther. The Chemical Foundation, Inc., N. Y.  
**U. S. Balance of International Payments.** Foreign Policy Reports for May 15, 1936. Foreign Policy Association, Inc., N. Y. 25 cents.

#### Books—

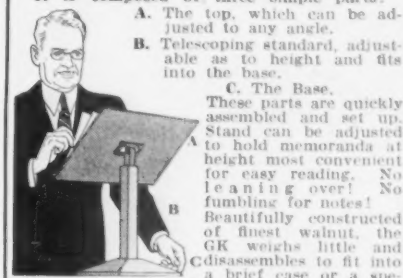
**Recovery: the Second Effort.** Sir Arthur Salter. Century Co., N. Y., \$3.  
**Value Theory and Business Cycles.** H. L. McCracken. Falcon Press, N. Y., \$4.  
**Tomorrow's Money.** Frank A. Vanderlip. Reynal and Hitchcock, N. Y., \$2.

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## Chats on Contributors

**HUGH S. JOHNSON** is several men and a boy. He is a soldier who got into harness at West Point, married a colonel's daughter, administered relief to earthquake victims in San Francisco's cataclysm, executed the United States draft law in 1918. He's a businessman who made plows in Illinois, built a durable reputation as a shrewd Wall Street economist. He's a boy who was born in Fort Scott, Kans., 54 years ago, and later bumped over the monotonous plains in a prairie schooner to Oklahoma Territory. He is, as everyone knows, former administrator of the now nonexistent NRA. To the question *Can Business Run Itself?* (debate-of-the-month), he answers that: *Government Intervention Is Indispensable*. . . **John W. O'Leary**, who says (in re: the debate question) *Yes: Government 'Policing' Hinders* is a Chicago manufacturer of iron and steel products.

Photo: Aeme



Sir Arthur

He is director of a railroad and three manufacturing companies, was president of the United States Chamber of Commerce nine years ago, and was delegate of the United States to the International Economic Conference in Geneva, Switzerland, in 1927. . . A daily diet for three decades of trade, transport, and tolls has made **Sir Arthur Salter**, *World Trade Awaits Stable Money*, a British financial expert, just that. His first job was Higher Division Clerk in the Transport Department of the Admiralty. Since that time he has been, among countless other things: Assistant Director of Transports, Admiralty; Chairman of the Allied Maritime Transport Executive; Secretary of the British Department of Supreme Economic Council; Director of the Economic and Finance Section of the League of Nations. And he was Gladstone Professor of Political Theory and Institutions at Oxford University for two years. *The United States of Europe* is among his recent publications.

It may be *Largely Luck!* to win in golf, as **Johnny Revolta** asserts, but several things in the makeup of this "kid with a gollywog mop of hair and a galley-prow jaw" seem to have contributed specifically to his own success. Johnny, for instance, believes in training—and trains. He plays golf seriously, spurns theatricals, practices relentlessly. And he has *hands*, "capacious paws" someone called them. A club locked in their grip stays locked, yet swings through the breeze with the utmost of ease. Consistency and soundness characterize his game. He is now pro at the Evanston, Ill., Country Club. . . The catalogue of McGill University, Montreal, Canada, lists **Stephen Leacock**, *This International Stuff*, as head of the Department of Political Economy (or did, at least, until recently when Prof. Leacock was retired). But the catalogue in your public library classifies him as a humorous essay-



Two W. Shakespeares.

**Stephen Leacock**, economist and student of literature, best known as a humorous essayist.



ist. The truth is that the sizeable part of the world that knows him, knows Stephen Leacock first as the author of many light-hearted books, *Afternoon in Utopia*, or *Why Laugh* or some of several others. Of course he has written obviously serious books on economics and literature also. Thrice before has he contributed to THE ROTARIAN. . . Manufacturing paper boxes is the working-hours concern of **Dana H. Jones** who admits that time does not permit him to become the master of *The Gentle Art of Loafing* that he would like to be. He is a member and a Past President of the Rotary Club of Los Angeles, California.

• • •

**Ella G. Hertel**, who describes a visit to the vast cactus gardens of a California Rotarian and his wife in this month's Hobbyhorse Hitching Post, is the wife of Rotarian Joseph P. Hertel of San Bernardino, Calif. . . **Leland D. Case**, who reports on the Atlantic City Convention, is editor of THE ROTARIAN. . . **S. J. Woolf**, *Drawn from Life—Atlantic City*, is a New York artist who draws for many quality magazines. . . For a biography of **Dr. G. A. Reisner**, *The Sphinx Awakens Again*, please see page 23.

• • •

What's in a name depends chiefly upon where you got it. So, at least, contends **William Shakespeare** (see cut—the Wm. at the right) of Auburn, N. Y., in detailing the discomfiture that can come to a perfectly inoffensive mortal when *Shakespeare's the Name*.\* Mr. Shakespeare of Auburn guesses that he descended from Gilbert Shakespeare, a brother of the best-known bard. As did an earlier Shakespeare, Mr. Shakespeare of Auburn has had to work for a living, telegraphy being his profession. Once he thought he'd try newspaper work, proposing to write a humor column for a daily newspaper. Because the city editor "couldn't see" a humor column under the by-line of William Shakespeare, the originator of the idea was laughed loudly out of the office. This Mr. Shakespeare fishes and plays golf well—and one-handed. An accident de-commissioned his left arm eight years ago. To round out the picture, Mr. Shakespeare is almost 40, married, and unemployed. . . In the Rotary Club of New York City you'll find another **William Shakespeare** (the Wm. at the left in the cut). The English poet, a genealogist cousin asserts, was Rotarian Shakespeare's "way-back great-uncle" since he is a descendant of Thomas Shakespeare, uncle of William of Stratford on Avon. Rotarian Shakespeare doesn't share the opinions which Mr. Shakespeare of Auburn has of the name. In fact he feels moved to write on why he is glad his name is William Shakespeare. Shakespeare-the-Rotarian is vice-president of a New York tag and label manufactory.

\* Not unique in his embarrassment is the author of this sketch. Back in 1487, a student at Oxford changed his name from Shakspeare to Sawndare to avoid confusion. Though there are many Shakespeares in the world today, none can claim direct descent from the Bard of Avon whose line died with his grand-daughter, Lady Barnard, in 1670.

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Photo: Aeme

## What of the League of Nations?

The world eyes Geneva, where the League struggles with mighty problems . . . H. G. Wells, widely known English writer, declares there has never been "a true" league of nations. His remarks are commented on by a distinguished proponent of the present League, in the September ROTARIAN.

## More Buyers Make More Jobs

Alvan Macauley, President of Packard Motor Car Company, has made an intensive study of the avenues for recovery. In the September ROTARIAN he discusses what he terms the only permanent solution to the question of unemployment. Idle funds, he urges, can be put back into circulation, and men back to work, by "giving people something they want more than money." His is a practical challenge to men of business and industry.

## Youth Needs—and Gets—a Hearing

Society is badly out of joint for young folks. To discover their place in a topsy-turvy world is more than they can do unaided. Philip C. Lovejoy and Walter Panzar tell how some men and cities are helping bewildered youth. Their story will suggest worth-while activities for Rotarians and Rotary Clubs.

## In Your September ROTARIAN

# Our Readers' Open Forum

## No "Foreign" Rotarians

I attended the Rotary International Convention in Atlantic City. After meeting those wonderful people from all parts of the world, I am convinced that the word "foreign" as applied to people, should be stricken from all Rotarian dictionaries. [It was stricken some 15 years ago.—Ed.]

I am a great little greeter, self-appointed, and I made it my business to do my utmost to make the people from other lands—not "foreign" lands—feel at home. They say 31 nations were represented there; I met folks from all of them—and there isn't a more charming lot in the world. Of the hundreds with whom I talked, only three could not talk English at least as fluently as an American college president. I spent hours and hours with them, and more than ever before, was proud of the fact that I belong to Rotary.

I am very fond of Mr. and Mrs. Stoneman, of London. Said Mrs. Stoneman: "Mr. Burgess, isn't it remarkable? So many nations represented here—and all so charming."

"That may be accounted for, Mrs. Stoneman," I replied, "by the fact that each Rotary Club selects as its delegate its most scintillating personality, its most brilliant intellect, its handsomest man."

"Oh," said she, in simulated surprise, "then you are not a delegate?"

JAMES HARVEY BURGESS, Rotarian

Classification: Publisher  
Harrington, Delaware.

## Can You Answer Him?

The Convention which has just closed has focused attention on the Fourth Object of Rotary (international understanding, goodwill, and peace). It seems to the writer that in the average Rotary Club in the United States this Object is little understood. Undoubtedly there is an appreciation of the subject in a few of our Clubs, but in the limited observation of the writer, they are the exception.

There may be a pretty good international program once in a while, but it isn't followed up, and Mr. Average Member survives it unscathed. No permanent interest is created. After a meeting conducted by the International Service Committee, try to bring up the subject with some member and his response will be something like this, "Of course, we'll always have wars. By the way, are you on the Crippled Children Committee?" Then, try discussing the meeting with the President of the Club and he probably will say, "Yes, it was a pretty good talk, but it is all foolishness to think our Club can do anything about international affairs. I'll be seeing you."

They change the subject at the first chance. The average member is not interested, in fact is almost bored by the subject. He doesn't know much about it and he doesn't want to. He gets about as excited over the subject as he would over the prospect of boys picking flowers on his grave—too far away to interest him and he can't do anything about it anyway. "Let the rest of the world fight if they want to. It needn't bother us—we'll just keep out of it this time." And he lets the matter ride. He feels it should be left to someone else—he's busy attending to the ladies' night program.

The Fourth Object was originally introduced without any real demand for it from the ordinary North American Club. Today it is being impressed on Clubs from above and what activ-

ity exists is a compliment to International Headquarters. If the Fourth Object were removed from the list of Objects, most Clubs would drop it like a hot brick.

Assuming that (as the writer himself believes) the Fourth Object is important, and also that the situation as outlined above is essentially correct, the natural queries are why this situation exists and what can be done to remedy it.

The writer will venture a statement as to why the situation exists. It is based on one or both of two misconceptions, that is, (a) on the belief that international questions are of minor importance in local American life, or else (b) on the belief that Rotary can't do anything worth while about the matter. If you can change those two beliefs, you have gone a long way toward solving the problem.

Can any fellow Rotarians in America or abroad offer any suggestions?

F. W. ALTSTAETTER, Rotarian

Classification: Consulting Engineer  
Savannah, Georgia.

## "Got a Job, Mister?"

Why don't instructors in high schools and business colleges and—yes—higher institutions of learning spend a little time teaching pupils some of the things Charles W. Ward talks about in the article "Got a Job, Mister?" in the June ROTARIAN?

When talking with groups of young men, (some specially trained), seeking vocational guidance, I have been astonished at their total lack of knowing how to go about wangling a job. They know how to extract cube root but not how to extract a job.

That question, "Got a Job, Mister?" has been shot at me hundreds of times in the last 20 years. It is the customary tee shot of the young fellow trying to land a job. His follow-through is terrible. Usually it does more harm than good, and the young fellow hears, "Not hiring anyone today," ringing in his ears.

On my desk is a dog-eared and finger-marked clipping from an obscure house organ, now long out of print, which during the last 15 years has helped a lot of men, some young and just trying to break into the big league, others beyond the much discussed 45-year deadline, land a place on someone's payroll.

"Got a Job, Mister?" will be preserved too, and I am confident will render valuable service in obtaining for job hunters, whose hands it reaches, the desired answer: "Report for work tomorrow morning."

J. FREEMAN CULVER, Rotarian

Classification: Electrical Motors Mfg.  
Past President, Rotary Club  
St. Louis, Missouri.

## Helping Boys Help Themselves

Results from the article which appeared in the April issue of THE ROTARIAN and condensed by the Reader's Digest were amazing, and proved that this country is increasingly conscious of its "Boy Problem."

I am writing this letter first to thank you for your cooperation in handling the large number of inquiries which came from 46 States of the United States, most Provinces of Canada, and several foreign countries, all crying with the same voice, "What can the Boys Brotherhood Republic do for us in helping overcome our own difficulties; how can we organize a B. B. R. in our town," and so on. (Continued on page 53)